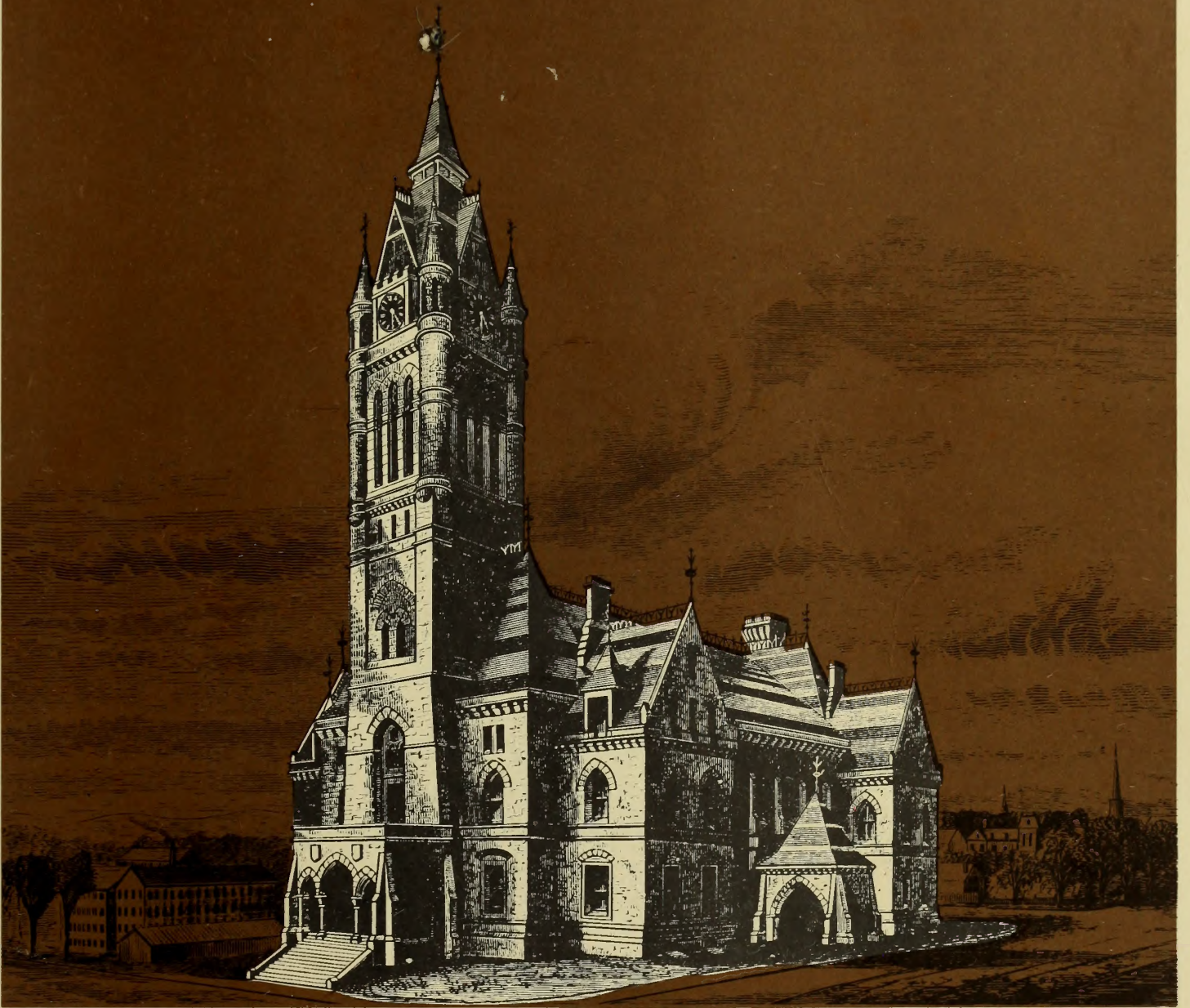




Souvenir Program \$1.25




HOLYOKE, MASSACHUSETTS
CENTENNIAL
1873-1973



Since 1902

The Gas & Electric Department Has Played An Important Role In Holyoke's Growth



During the past 71 years of the Department's existence, the gas and electric plants have paid for themselves, both original cost and extensions, entirely out of earnings, and at the same time have given the people of Holyoke dependable service and low gas and electric rates. Today the plants have assets of over \$17,000,000 and represent a municipal asset of real value owned entirely by the people of Holyoke. It is noteworthy also that *not one penny* has been contributed to the plant by tax funds, although the plant has saved the taxpayers of the city (as well as the consumers) many hundred thousands of dollars throughout the years by low street lighting costs to the city in comparison with other cities. In addition to its self-liquidation, low rates and savings to both consumers and taxpayers, the plant has saved the city money in other constructive ways such as—providing local work in times of unemployment, thus assisting in relief work,—supplying services to the city at cost,—and in many other such ways. Thus the plants have been successful far beyond the ambitions of their founders.

So, on this occasion of the 71st year of the Department and the Centennial year of the city, let us pay tribute to those men to whom the people of Holyoke owe so much for their vision, courage and progressiveness. The municipal plants stand today as silent monuments to those far-sighted citizens, and to the public as well as a debt of gratitude for the never ending loyalty extended to the plants throughout the years.

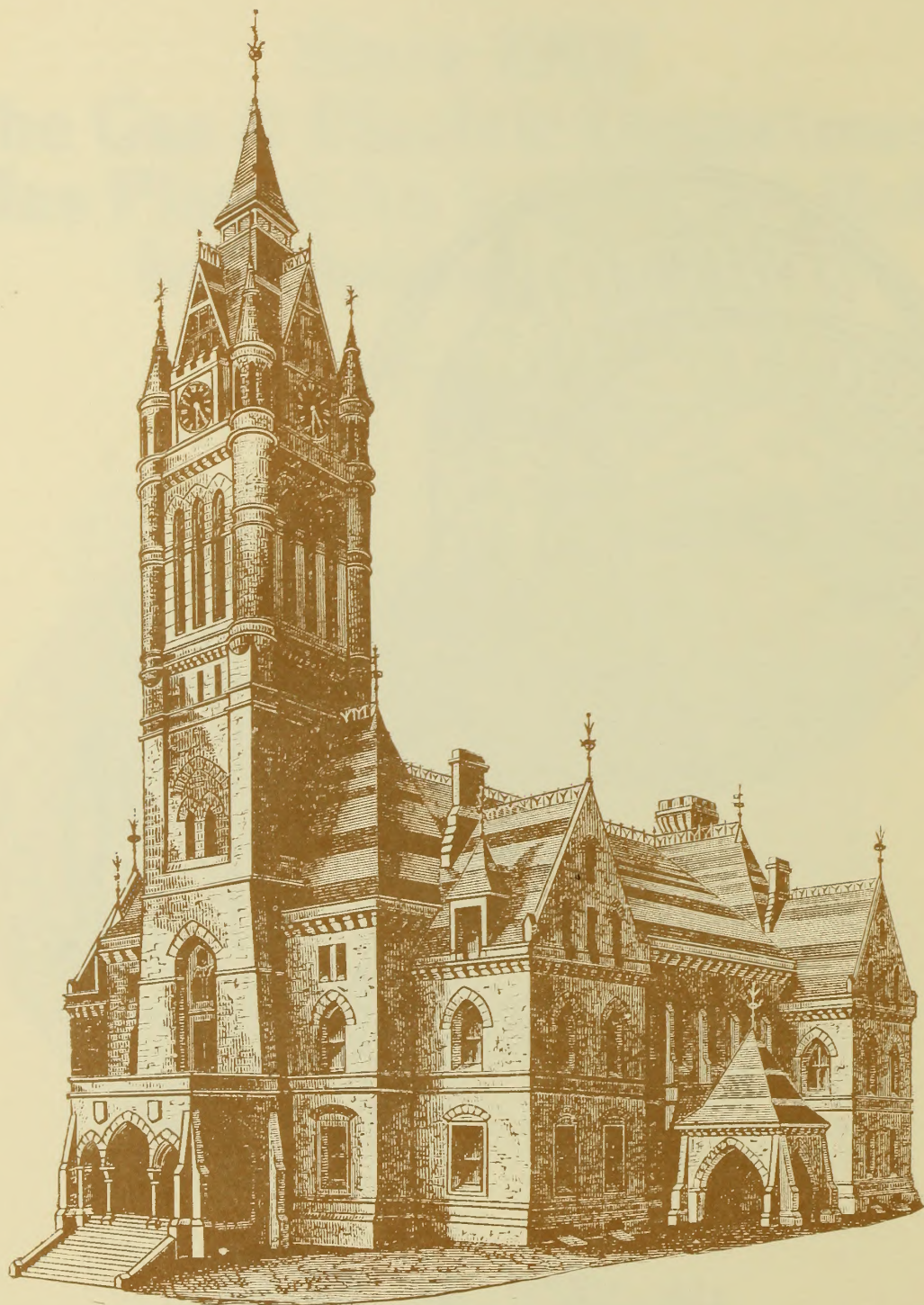


Gas & Electric
DEPARTMENT
70 SUFFOLK STREET

"HELPING BUILD HOLYOKE"







CENTENNIAL GREETINGS FROM THE MAYOR



William S. Taupier, Mayor.

It has been a wonderful Centennial Year for Holyoke! The celebration has been wide, deep and meaningful. How many other cities of our size, anywhere in the nation, would have done so much with such enthusiasm?

When I reflect upon what is pleasant about this city, I find abundant reasons for working to correct whatever is not.

There is a unique and intangible good quality about Holyoke which I can only describe as spirit. Holyoke has always had it.

Through all kinds of adversity, a very strong feeling of community pride clearly radiates from every chapter of our written history. The pride of the first citizens and builders who created the first planned industrial city in America, is still very present. It has survived with the same vigor and determination that set out to build a great dam immediately after the shock of watching its first go downstream in shambles.

With many other dark spots in our history . . . which included destructive floods, economic depressions, massive unemployment, a cholera plague, corrupt politics, a saloon age, and deplorable public health conditions . . . Holyokers have never failed to rebound with an undiminished love for their own city.

This spirit, more than anything else, is what I believe we are celebrating, now, during our Centennial Anniversary Year. We have much to celebrate, and much to be proud of. Personally, I find my sentiment for this city best expressed on those omnipresent emblems which say it in two words . . . "love Holyoke".





MUNICIPAL OFFICERS FOR THE CITY OF HOLYOKE

Mayor
William S. Taupier

City Clerk
James J. Shea

Solicitor
Norman Ogan

City Messenger
Thomas Kelly

Collector of Taxes
William Burns

Clerk of Committees
Bernard M. Lavelle

General Superintendent
Francis Lamirande

City Treasurer
Rita M. Leary

Chief of Police
Peter F. Kingsley

Auditor
Thomas F. Guiheen

Chief of Fire Dept.
William W. Mahoney

City Engineer
Stanley Deck

Sealer of Weights and Measures
Elwyn F. Hughes

Purchasing Agent
William E. Faircloth

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Norman R. Gladu
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William F. Pliska
Thomas W. Hart
John P. Barrett
William D. Fitzpatrick
William J. Dean
Gerald C. LaBelle





Greetings from House Speaker David M. Bartley

Whether you've just "come home to Holyoke" or whether you've been here all the time, welcome to our city's Centennial Celebration.

What makes Holyoke so special to all of us?

Our history is special... everything from recorded dinosaur tracks to pioneering industrial development to the modern manufacturing and residential city we have today.

Our lands and climate are special... the unique variety of the New England seasons... the mighty Connecticut River with its industrial and recreational advantages... the winter skiing on Mt. Tom... these are ours... and they're special.

Our industrial history is special... from harnessing the Connecticut for power... to our earlier-era title of "Paper Capital of the World"... to our new and internationally known paper products... to the machinery, textiles and metal products manufactured here and sold on the markets of the world.

Our town is special also because of our rich athletic tradition... outstanding teams at every level, club, high school and semi-pro... our friends who have made it to the big leagues... guys like Fran Healy, now with the Kansas City Royals, and Fran O'Brien who played with the Washington Redskins... and the game of volleyball, now played world-wide, originated right here.

But more than anything else, Holyoke is Holyoke because of its people... a rich mix of many people from many lands who came here to help build a better life for their children... from Canada and Ireland... from Poland and England and Germany and so many other lands... of many religions and many colors and many lifestyles... all working together to make Holyoke a city worth coming home to, no matter where you've been.





Holyoke Centennial

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Gil Woods
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Atty. Samuel Resnic
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Eugene P. Tamburi
Richard P. Towne
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Hazel Gloster
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Anna Flynn
Mary Simmons
Maurice Ferriter

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Ricky Esptein
Robert Friedman
Sandy Freidman
Alan Friestone
Elaine Goldenberg
Jenifer Greenspan
Ethel Haley
Beth Jezer
Rabbi Daniel Jezer
Rhea Jezer
Harold Koppel

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Timothy Martin	

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Gerald E. Ducharme	Bernard F. Hamel
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Lorraine Young

Jean Dixon
Mary Simmons
Bonnie Baker
Francis Baker
Skip Clayton

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Gayle Rud (Manager)

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CHAIRMAN:

Timothy J. Burns, Assistant Superintendent

CO-CHAIRMAN:

George W. Counter, Elementary Supervisor

SECRETARY:

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Kendall Walsh

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Mrs. Jacqueline Jolivet (Lynch)

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Alphonse Laudato

Edward P. Shea

STUDENTS:

Holyoke High School:

Mark Kotfila

Leslie Viamari

Holyoke Trade High School:

Patti-Ann Whitten

Junior High School Unit:

Jeffrey Brown (Lawrence)

Laura Stapleton (Lynch)

David Stebbins (Lynch)

Marianne Wood (Lawrence)





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Patti-Ann Whitten

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Oscar Bail
Alan Cathro
Arthur Barrett
Frank Tierney
Delto Barabani

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Dr. Robert O'Brien
Dr. William Dean





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Mike Joyce
Tom Kennedy
John Mansfield
Tom McGarry
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Vincent D'Addario
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Pat Lavelle
George Lachance
Dan Reynolds

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Joe Wisniowski
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Sid Wilson (Chairman)

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Larry Graham (Chairman)

FILM COMMITTEE

Vincent D'Addario

JUDGES COMMITTEE

Del Barabani (Chairman)





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- II. Ald. Arthur Beaulieu
- III. Ald. Tom Monahan
- IV. Ald. Joe Okzeniak
- V. Ald. Michael McGinty
- VI. Ald. James Kane
- VII. Ald. John Kennedy

Ald. John Whelihan
Ald. Tom Barrett
Ald. Edward Sullivan
Ald. William Slaby
Ald. Tom Broderick
Ald. Joseph
Ald. Mary McLaughlin
Ald. Peter Stathis

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Chicopee -	Del Barabani
Springfield -	Tom Shea
W. Springfield -	Tony Cerrato
Easthampton -	Atty. Peter Brady
Northampton -	John Brosnan
Westfield -	Roy Cauley
	Frank Tiernery

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Dick Fales (Co-Chairman)

MUNICIPAL DEPT. PARTICIPATION

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Bernie Lavalle

MILITARY PARTICIPATION

Ben Marcus (Chairman)

FIRST AID COMMITTEE

Ed. Sugrue (Chairman)

SCHOOL & COLLEGE PARTICIPATION

George Counter (Chairman)





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Mr. & Mrs. Roland Stebbins (Chairmen)

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Mrs. Carl E. Abbey
Mrs. James Sullivan
Mrs. Philip C. Pyser
Mrs. Joseph W. Shaw
Mrs. Gerald T. Greaney
Mrs. Edward B. Coughlin
Mrs. Gerald D. McLellan
Mrs. Fred N. Marion
Mrs. Charles M. Enright
Mrs. Adolph Franz, Jr.
Mrs. Roland F. Stebbins

Mrs. James P. Hobert
Mrs. Robert J. O'Brien
Mrs. Ernest J. Davignon
Mrs. Kenneth D. Kirkaid
Mrs. Ralph Levin-Epstein
Mrs. Wayne D. Cass
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Mr. Vincent D'Addario
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Mr. & Mrs. Francis M. Kane
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Mr. & Mrs. William R. Meckel

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Mrs. William Fitzpatrick
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Miss Nancy D'Heane
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Brian G. Stebbins



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HISTORICAL MUSICAL PAGEANT



Chester Duda

Kendall Walsh

Peter Kinney





PARADE LINE OF MARCH.

DIVISION 1.

Massachusetts State Police
Holyoke Police
West Point Color Guard
Nathan Hale Fife & Drum Corp
*

Parade Marshall & Aides
Holyoke Centennial Committee Float
27th Lancer's Drum & Bugle Corps
*

Centennial Parade Committee
*

Steering Committee
Centennial Queen's Float
Mayor & City Officials
Holyoke High School Band
School Dept. Officials
Fort Devan Band
Federal Dignitaries (Conte)
State Dignitaries (Gov. & Lt. Gov.)
County Dignitaries (Commissioners)
Hampden County Sheriffs
Holyoke Water Power Float (Elizer Holyoke Boat)
Pine Tree Warriors Band - Lewiston, Me.
Cart & Hose Drawn by Firemen
Fire Commissioner & Officers
Holyoke Fire Department
Clysdale Horses
Gas & Electric Float
Boston College Band
4th Degree Knights of Columbus
Knights of Columbus Float
Surfers Drum & Bugle Corps - New London, Conn.
Holyoke Lodge of Elks Float
Italian Roma Band
Italian Delegation
Italian Float
Holyoke City Band - Sponsor Central Labor Union
Union Delegation
Local 36 Electrical Float
Gaelic Highland Pipe Band
Boy Scouts with Surrey
AFL-CIO Carpenters Union Float

DIVISION 2.

Marine Color Guard
Coast Guard Band
Holyoke Veterans Organizations
Division Marshal
Division Adjutant
Colors

Parade of Flags
Veterans of Foreign Wars
American Legion
Yankee Division Veterans Association
Disabled Veterans
World War I Veterans
Sons of Union Veterans of the Civil War
Polish American Veterans
Spirit of 76
Gaudette Post from Spencer - Color Guard
Franklin Hampshire County - American Legion
Holyoke Soldiers Home
First Conn. Gov. Foot Guard
James Curran Construction Company Float (Ark)
Holyoke Caledonian Kilty Band
Enfield Amvet Color Guard
United Commercial Travelers Float & Marchers,
Royal Canadian Marine Band
Holyoke Community College Float

DIVISION 3. (RELIGIOUS)

St. George Olympian Band
Ecumenical Float
Salvation Army Band
Providence Hospital Nurses
Sisters of Providence Float
Antique Cars with Nuns
Shamrock Irish Band
Sons of Zion Float
Berkshire Pom-Poms Drum & Bugle Corp
Holyoke Catholic High School Float
Holy Cross College N.R.O.T.C. Drill Team
Providence Hospital Float
Royal Eagles Drum & Bugle Drill Team - Plymouth, N.H.
YMCA Volley Ball Float

DIVISION 4.

Melha Temple Shriners
Masonic Float
Holyoke Transcript Float
Golden Stars St. Mary's Immaculate Conception
3 Davignon's Stanley Steamers
Montreal

DIVISION 5.

Post Office
Emerald Cadets - New Haven
Franco-American Float
*



St. Pat's Float
St. Camillius Drum & Bugle Corp (Rockway. L.I.)
Cauley Bros. Florist Float
Cars (6) Wedding
Polish Delegation
Polish Falcons Fife & Drum - Meriden, Conn.
Polish Float
Centurians - Enfield, Conn.
Obie Knox Lodge
Obie Knox Float

DIVISION 6.
(SOUTH HADLEY)

Selectmen
South Hadley Band
Town of South Hadley Float
Library Float
University of New Hampshire Band - Durham, N.H.
Antique Cars
Ward I Drop In - Float

DIVISION 7.
(GRANBY)

Town Banner
Beverly Cardinal Drum & Bugle Corp - Beverly, Mass.
Lions Club or Scouts Marching Unit
Board of Selectmen in Antique Car
Old Mill Water Wheel Float
Truck with Calliope
Corn Sheller Float
Restored Steam Roller
Fire Department with Antique Truck
Hose Cart & Marchers
Firettes - Norwalk, Conn.
Restored Truck with Steel Vee Snow Plow
Ponies & Horses
Marquis of Granby Band
Three Antique Cars
Mario's Float

DIVISION 8.
(WEST SPRINGFIELD)

Selectmen
West Springfield Band
West Springfield Bi-Centennial Float
12 Antique Cars

DIVISION 9.
(CHICOPEE)

*
Mayor & Aldermen
Chicopee High School Band
Chicopee Comp. High School Band
Royal Columbian Knights of Columbus
WWLP Float
Mummers

DIVISION 10.
(WESTFIELD)

Mayor & Council
Valley-Aires - Northbridge, Mass.
Western Mass. Square Dancers Float
St. Patrick Pipe Band - Manchester, Conn.
6 Antique Cars

DIVISION 11.
(EASTHAMPTON & SOUTHAMPTON)

Selectmen
Redmens Band (Wakefield, Mass.)
Town of Southampton Float
Henniman's Float
6 Antique Cars

DIVISION 11 A.
(NORTHAMPTON)

*
Mayor
Hamp. High
Veterans Groups
Berger King Float

DIVISION 12.
(SPRINGFIELD)

Springfield Kiltie Band
Mattatuck Drum & Bugle Corps.
Suez Temple Float
6 Antique Cars

DIVISION 13.
(AMHERST)

Board of Selectmen
VFW Color Guard & Auxiliary



University of Mass. Band
University of Mass. Police
Amherst Hose Company
Amherst Regional High Band
Fox Hill Rider Float

DIVISION 14.
(BELCHERTOWN)

Board of Selectmen
St. Peters Drum Corp. (St. Peters)
V.F.W. Post #8428
Belchertown Fire Dept.
Belchertown State School
Belchertown Police Association
Hinsdale High Band (Hinsdale, N.H.)
M.D. Horse & Buggy

DIVISION 14 A.
(LUDLOW)

Selectmen
Ludlow Band

DIVISION 15.
(AGAWAM)

Town Council
Rep. Edward Connelly
Agawam Auction Center Float (Music)
3 Department Heads
Girls Baton Group (300)

Fire Department Truck
Matadors Drum & Bugle (N. Providence, R.I.)
6 Antique Cars

DIVISION 16.
(CHESTER)

Regal Crownsmen - Cranston, R.I.

DIVISION 17.
(GOSHEN)

Selectmen
Float
Kerry's Cadets Fife & Drum (Bristol, Conn.)
6 Antique Cars
Dante's - Providence, R.I.

DIVISION 18.
(WHATELY)

Board of Selectmen
Crusaders, (Stafford Springs, Conn.)

DIVISION 19.
(WORCESTER)

Mayor

DIVISION 20.



Wistariahurst now a historic sight.



Steering Committee



Centennial Headquarters Staff



Centennial Sidewalk Sale



Centennial Sidewalk Sale



Fun and Games at the Greek Festival





Greek Open House at High School



Sugar Eat at Circle Ruchambeau



Theatrical event by the French Committee



Before the French Ball began



Polish centennial Card Party



At the firemens muster



At the Polish Ball



Polish Mass and street dedication



Concert Night at Alumni Field





The Captain Elizer Holyoke on the river



Fashion of Yesteryear



Centennial Fashion Show



Centennial Queen and her court



Concert, Alumni Field



The Centennial Marathon



Open House at Springdale School



The Health Fair



Italian Flag Raising

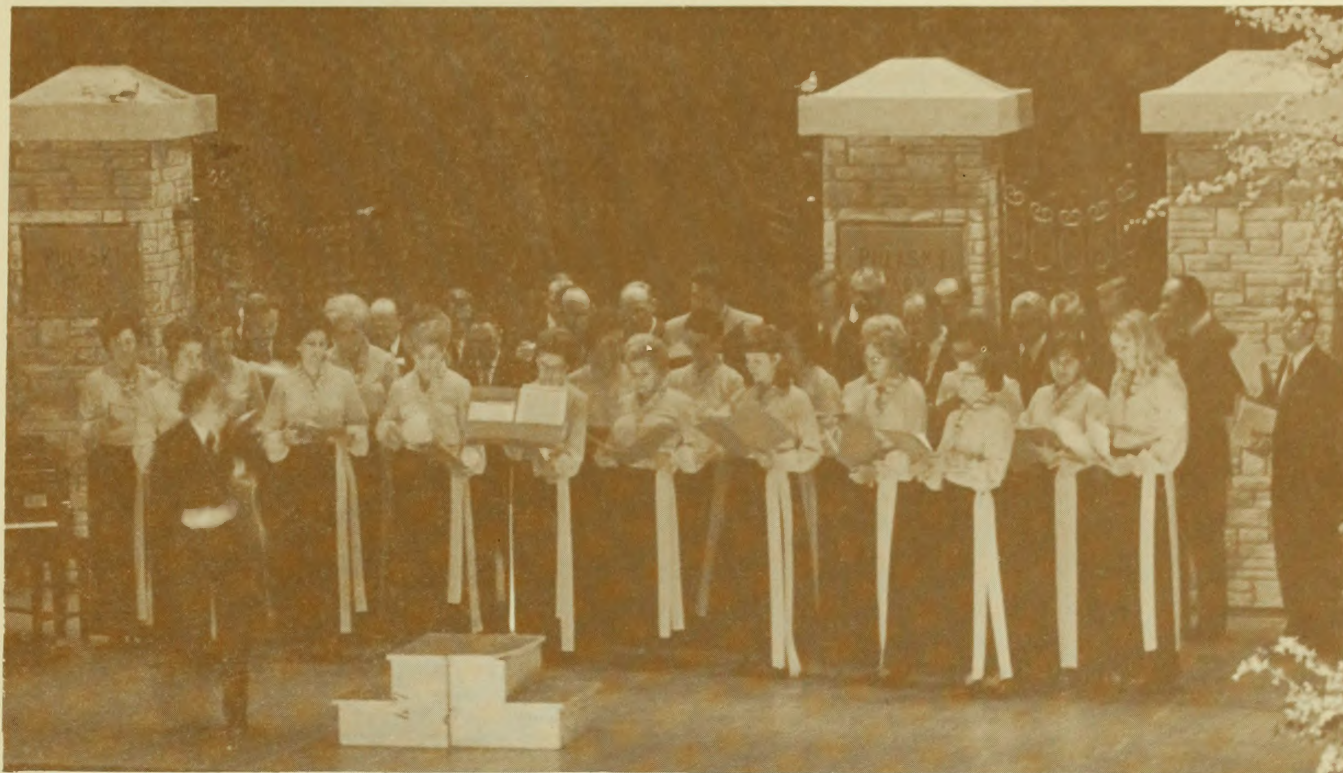




Jewish Festival of Lights



At the Jewish Festival



Copernicus Celebration



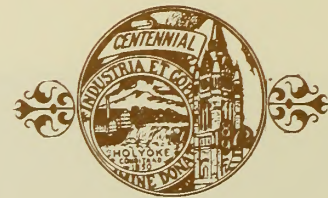
Italian Family Picnic



At the Italian Card Party



A Night at the Opera



Willy Moscani at the Boys Club



Pageantry at Metcalf School



The Centennial Float



Card Party Committee



Centennial Store





Floating Down the river





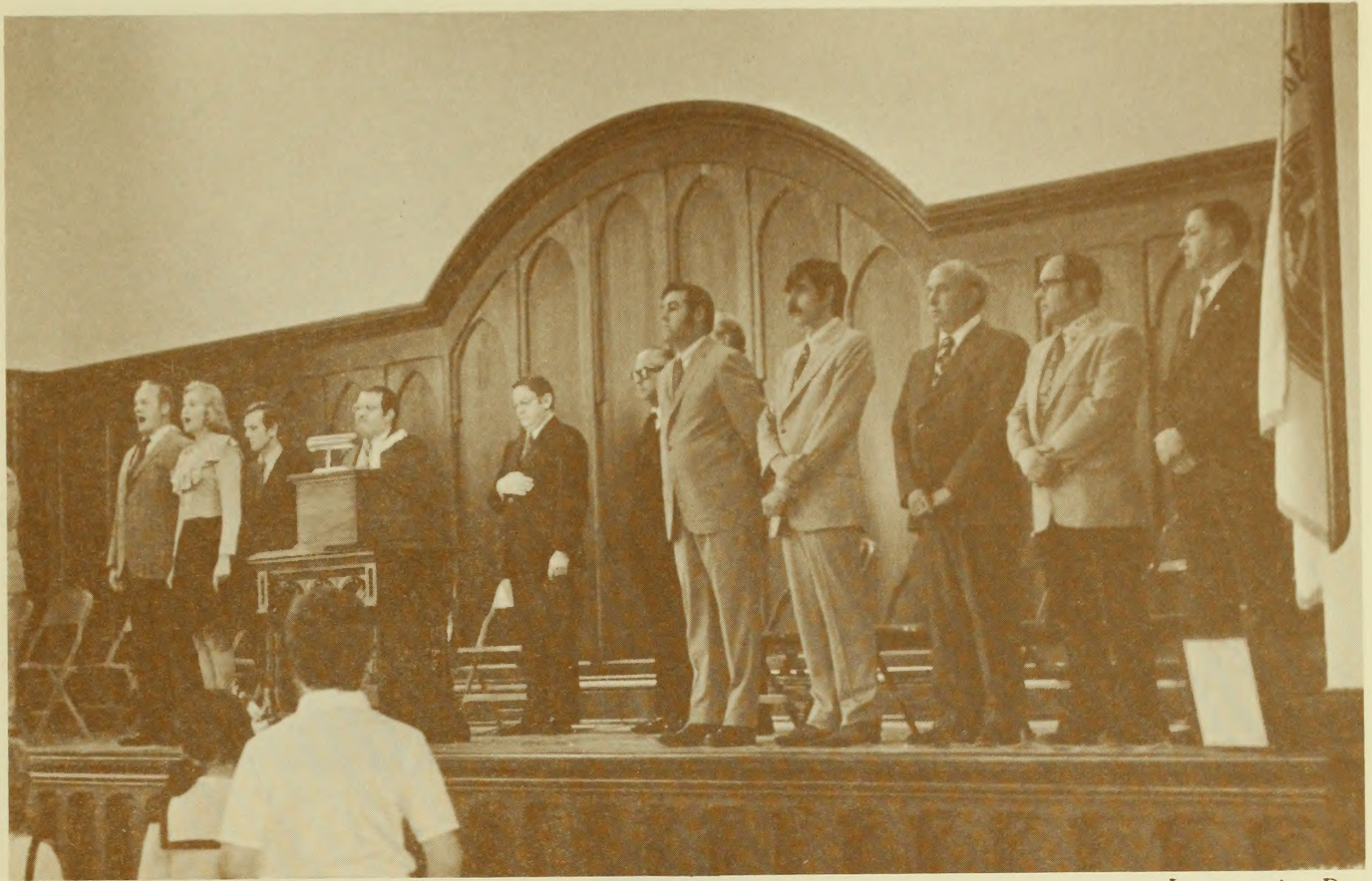
Italian Coffee Hour



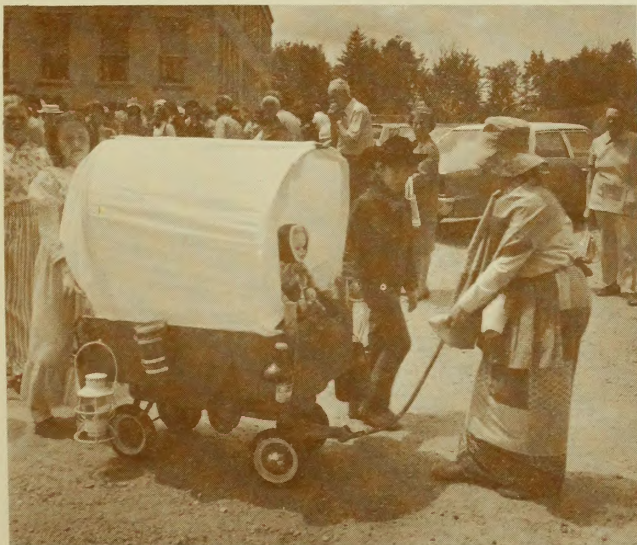
At the Health Fair



Winners Centennial Sports



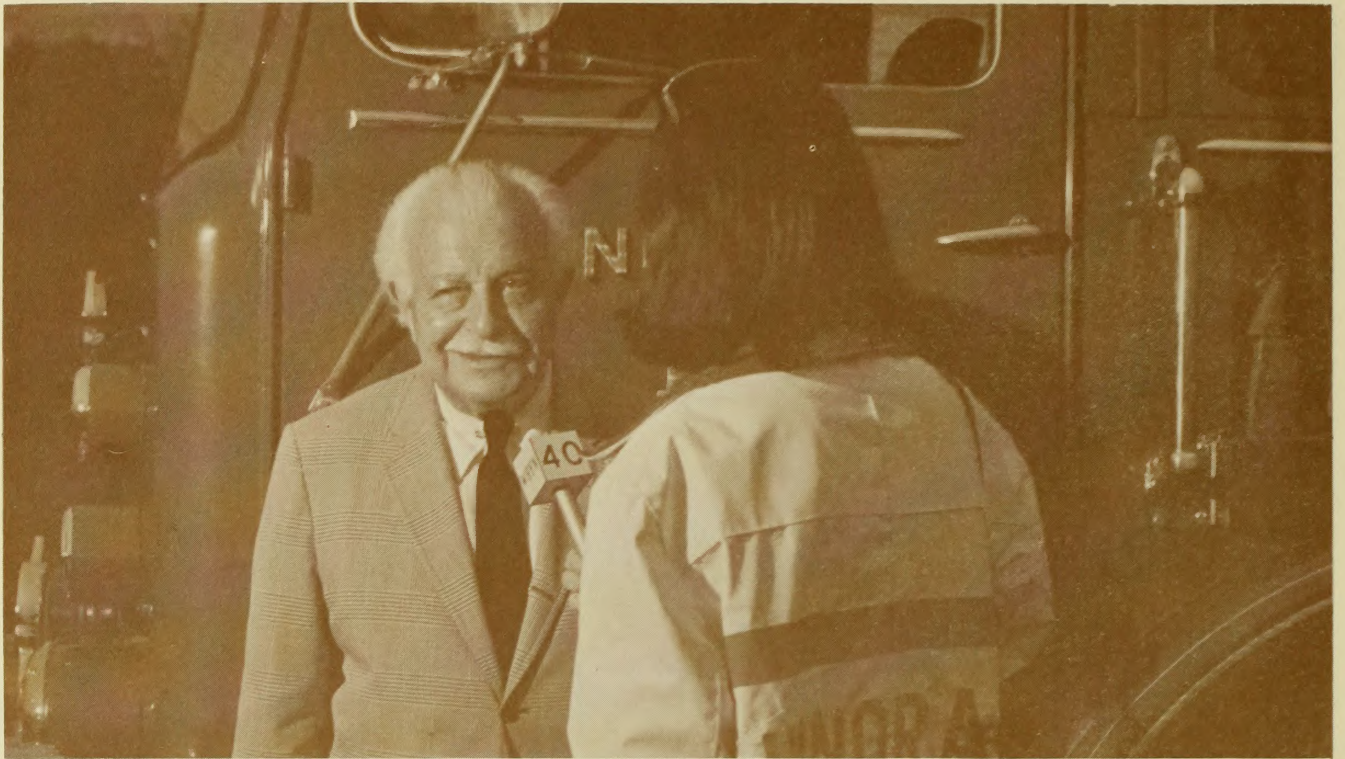
Incorporation Day



Pageantry at Metcalf School



Incorporation Day



A new Fire Chief, Arthur Fiedler



Puerto Rican Street festival



Irish breakfast



Irish festivities



The Italian Ball



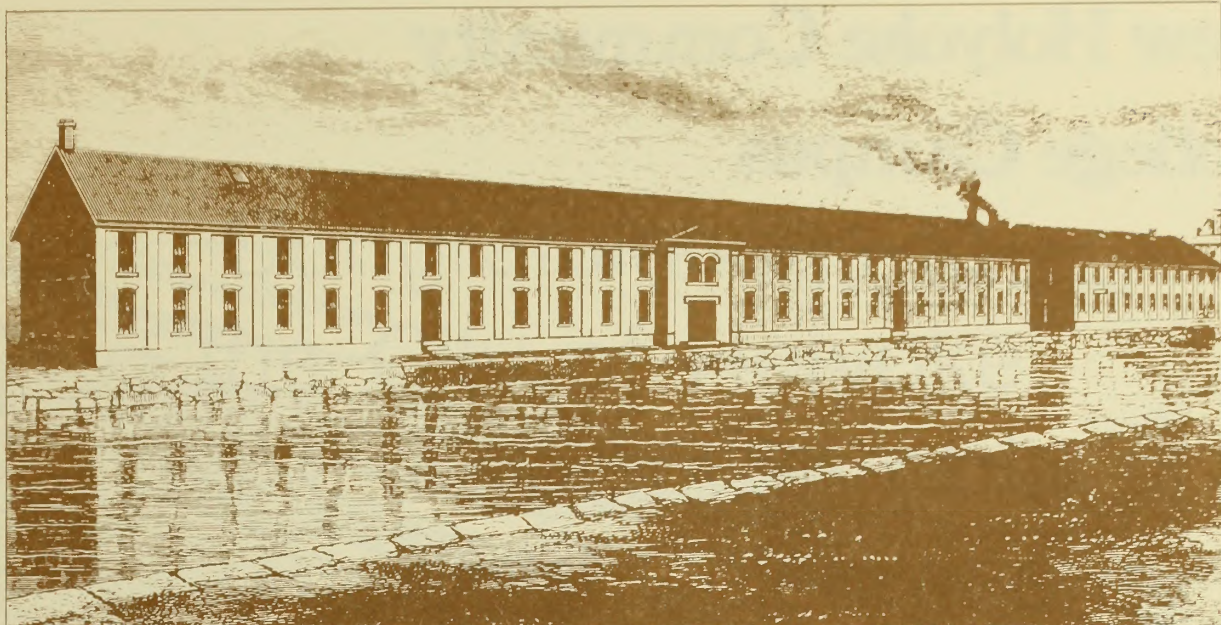
Irish bingo night



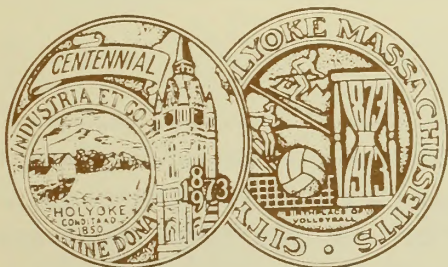
Luthern Church open house. German Christmas tree



Pony rides in the park



DANIEL O'CONNELL'S SONS, INC.
480 Hampden Street, Holyoke, Mass. 01040



Congratulations
Holyoke on your
100th Anniversary

Riverview Machine Co., Inc.

102 CABOT STREET - HOLYOKE, MASS. 01040
TELEPHONE 533-5366 AREA 413

Cable TV

**VIDEO ENTERPRISES
INCORPORATED**

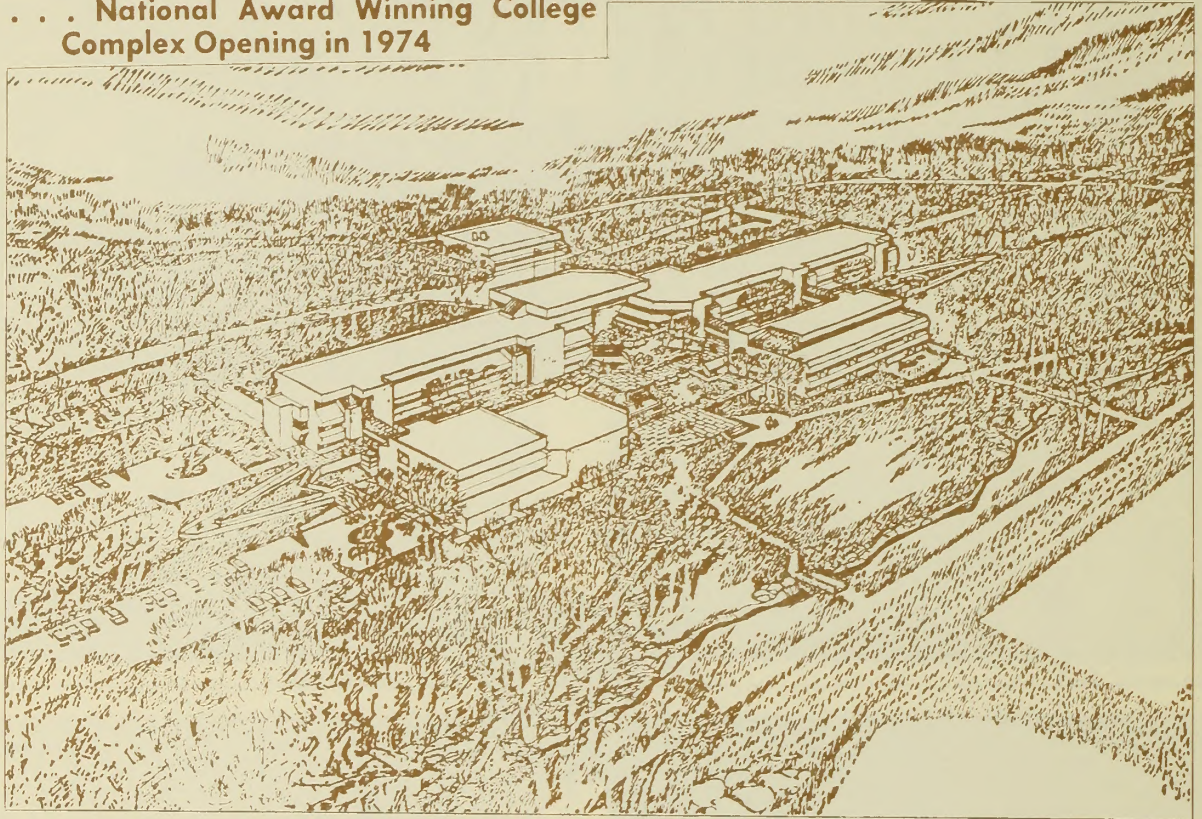
P.O. Box 67 • South Hadley, Massachusetts
01075

Telephone 413-536-3339

P.O. Box 1159 Holyoke, Massachusetts 01040

New Holyoke Community College Campus

... National Award Winning College
Complex Opening in 1974



Two year Associate Degree program in —

Accounting	Executive Secretarial
Art Education	Food Distribution
Arts and Science	Management
Basic Engineering	Law Enforcement
Technology	(Police Science)
Business	Medical Record
Administration	Technology
Chemical	Medical Secretarial
Technology	Music Education
Computer	Nursing
Technology	Nutrition & Food
Corrections	(Home Economics)
Early Childhood	Pre-Medical
Assistants	Technology
Electronic	Pre-Physical Therapy
Technology	Pre-Engineering
Elementary	Radiologic
Education	Technology
Engineering	Retail Management
Environmental	
Science	
Technology	

At a time when relevant education is important to both students and society, Holyoke Community College offers curricula that are both practical and enriching. Students prepare for a life of rewarding work and responsible citizenship in an atmosphere truly conducive to educational growth. Small classes and accessible teaching faculty ensure students maximum assistance and encouragement while working towards a degree.

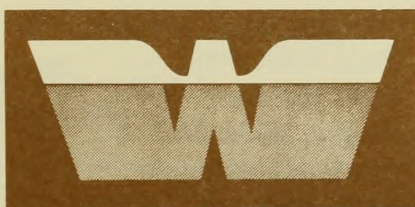
For Additional Information Contact The
Admissions Office Holyoke Community College
— Holyoke, Mass. 01040 — Telephone 538-1624



NEW ENGLAND
ASSOCIATION
OF SCHOOLS
AND COLLEGES
ACCREDITED MEMBER

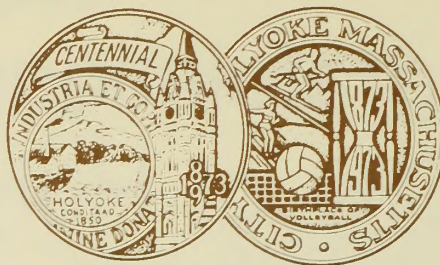
Congratulations to the City of Holyoke on the occasion of its Centennial Celebration.

As one of the largest employers in this community, we take pride in contributing to the growth and prosperity of the City of Holyoke. Our long association with Holyoke — 98 years, to be exact — has been one of mutual cooperation and support. On this occasion of the Centennial celebration of the City of Holyoke, we wish to thank the citizens of the community for their confidence and service.



WORTHINGTON COMPRESSOR

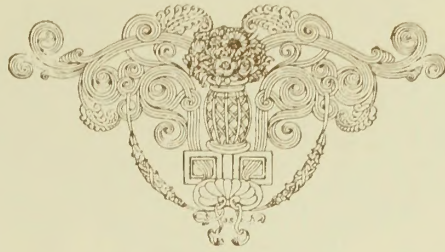
Centennial Best Wishes from the Doctors of Holyoke



Dr. J. F. Appel
 Drs. Jacob and Beatrice Arenstam
 Dr. Augusto Asinas
 Dr. John Brendleo
 Dr. Maurice Boivin
 Dr. Samuel Drendleo
 Dr. Bronos
 Dr. John J. Burke
 Dr. Anil Kumer Chakrabarti
 Dr. Kalyan Challopadyay
 Dr. Kenneth Colland
 Dr. Raymond Conway
 Dr. William Dean
 Dr. Robert Donohue
 Dr. J. J. Driscoll
 Dr. Roger Dudis
 Dr. Thomas Efford
 Dr. Edward Farrarone
 Dr. Adolph Franz
 Dr. Sol Gold
 Dr. Golkowski
 Dr. Enzo Gracomo
 Dr. William Hallisey
 Dr. Gerald Halton
 Hampden Urological Associates
 Dr. Harry Harhay
 Dr. Helen Harmond
 Dr. Rene V. Hebert
 Dr. William Hennessey
 Holyoke Assoc. in Internal Medicine
 Dr. Harvey A. Baker
 Dr. Berton Shayevitz
 Dr. Myra Shayevitz
 Dr. Norman Halpern
 Dr. Michael Rosner
 Dr. Robert L. Seaver

Holyoke Internal Medicine
 Holyoke Pediatric Assoc.
 Dr. Abrams
 Dr. Burkhardt
 Dr. Gold
 Dr. Levin Epstein
 Dr. Stebbins
 Dr. Carl W. Janovsky
 Dr. Ellis Joffe
 Dr. Joseph Kelly
 Drs. Michael and Marilyn Levine
 Dr. Edward Levitz
 Dr. James Mahoney
 Dr. Robert Mausel
 Dr. Edward McHugh
 Dr. John McHugh
 Dr. Waller Nero
 Dr. Victor Panitch
 Dr. Leslie Parent
 Dr. John Pillion
 Providence Hospital Radiological Assoc.
 Dr. Lawrence Putnam
 Dr. Robert O'Brien
 Dr. Robert O'Malley
 Dr. Thomas Reilly
 Dr. Francis Riley
 Dr. Thomas Rossi
 Dr. Cyril Shea
 Dr. Gulab Shah
 Dr. William Teahen
 Verrillit Sterba Urologists Inc.
 Dr. Paul Wakefield
 Dr. Lulu Warner
 Dr. Austin Whitcomb
 Dr. Harrison Willculls
 Dr. John E. Yelle

Dr. Edmund Zielinski



Congratulations, Holyoke!

REINHARDT ASSOCIATES

Incorporated

55 State Street

Springfield, Mass.

Some phrases you'll NEVER hear at

PAYSAVER

CATALOG/SHOWROOM/WAREHOUSE

"This is not
my department!"
"Well, we can't
guarantee
everything."



"I been here 15
minutes I haffta
go on my break,
wait a while."

"I dunno,
I only work here!"

We Speak A Different Language!

At

PAYSAVER
DISTRIBUTION

We Call It
Customer Appreciation
You'll Love It!

HOLYOKE-40SHAWMUT AVENUE
SPRINGFIELD-1351 MAIN STREET
W. SPFLD.-BURTS MINI-PAYSAVER CENTURY PLAZA
NORTHAMPTON-HAMP PLAZA
GREENFIELD-87 MAIN STREET



FROM HOLYOKE TO HOLLYWOOD
We've been underfoot for a long time

For years we were famous for manhole covers, used throughout the country, produced in our foundry. Now our claim to fame is precision machining and metal fabricating

Founded 1881

J. & W. JOLLY, INC.

Holyoke, Massachusetts.



Congratulations to Holyoke
on its Centennial

James P. Hobert



**"BEST MEAT
IN THE VALLEY"!**




HOLYOKE-13 CABOT STREET

CHICOPEE-505 FRONT STREET

SINCE 1925

**NOW! THREE GREAT STORES TO SERVE YOU BETTER!
13 CABOT STREET, HOLYOKE. . . FRONT STREET IN CHICOPEE
. . . AND THE NEW PAT'S BUTCHER SHOPPE,
CORNER HOMESTEAD AVENUE AND WESTFIELD ROAD IN HOLYOKE.**





esco

Where we live and work
makes us what we are

Congratulations
Holyoke
on your Centennial

there's no other place we'd rather be

A complete line of Paper Rolls and Tapes. Carbonless Multi-copy Rolls (NCR and EScopy). Mylar Laminated products. Folded Perforator and Computer Tapes.

EASTERN SPECIALTIES COMPANY, INC. — Holyoke, Massachusetts 01040



Congratulations, Holyoke!

THE GREATER HOLYOKE CHAMBER OF COMMERCE
Holyoke, Massachusetts



William B. Whiting



Edward G. Whiting



Philip C. Whiting



Richard C. Whiting

We and Holyoke, together. . .

"have taken bright days in stride
and stood up to adversity with courage"

In May 1870, three years before Holyoke became a city, William B. Whiting founded the Wm. B. Whiting Coal Co. Some years later his son, Edward G. Whiting became associated with him. About 1920, William B.'s grandson, Philip C. "Pete" Whiting came into the company and upon the death of his father, became the principal officer. Richard C. Whiting, Philip's son and great grandson of Founder William B., joined the firm in 1948. Fourteen years later, in 1962, he was named treasurer of the Whiting Oil Corp., a position he holds today. Great changes have taken place here in Holyoke as they have in our industry. And like any 100 years old institution that wants to stay healthy, we had to change, too. In the early days, we delivered coal and wood for heating Holyoke homes and businesses with 30 splendid horses. But before the 20's, mechanized trucks were required to do the job more efficiently. Our great grandfather and, indeed, our grandfather wouldn't dream that some day we would discontinue selling coal and turn to oil as our main fuel item. But in 1962, we even took the new name of Whiting Oil Corporation. Our function - to deliver good fuel and heating services at a fair price - remained constant, however. So today instead of 30 paired and handsome horses we have ten modern oil distribution trucks. Instead of our landmark 4,400-ton capacity coal trestle at the New Haven Railroad yards, we have underground facilities for storing 125,000 gallons of fuel oil.

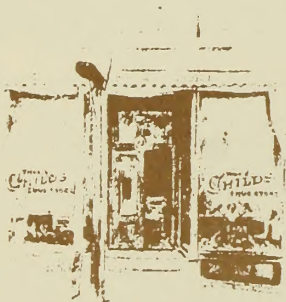
As we said at a previous anniversary "we are pleased and proud to be a part of Holyoke, which has taken bright days in stride and which has stood up to adversity with courage. We, along with our townspeople, face the future with high hopes."

WHITING OIL CORP.

458 Dwight St.



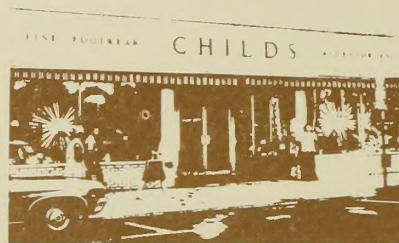
Growth Through Service



1890



1913

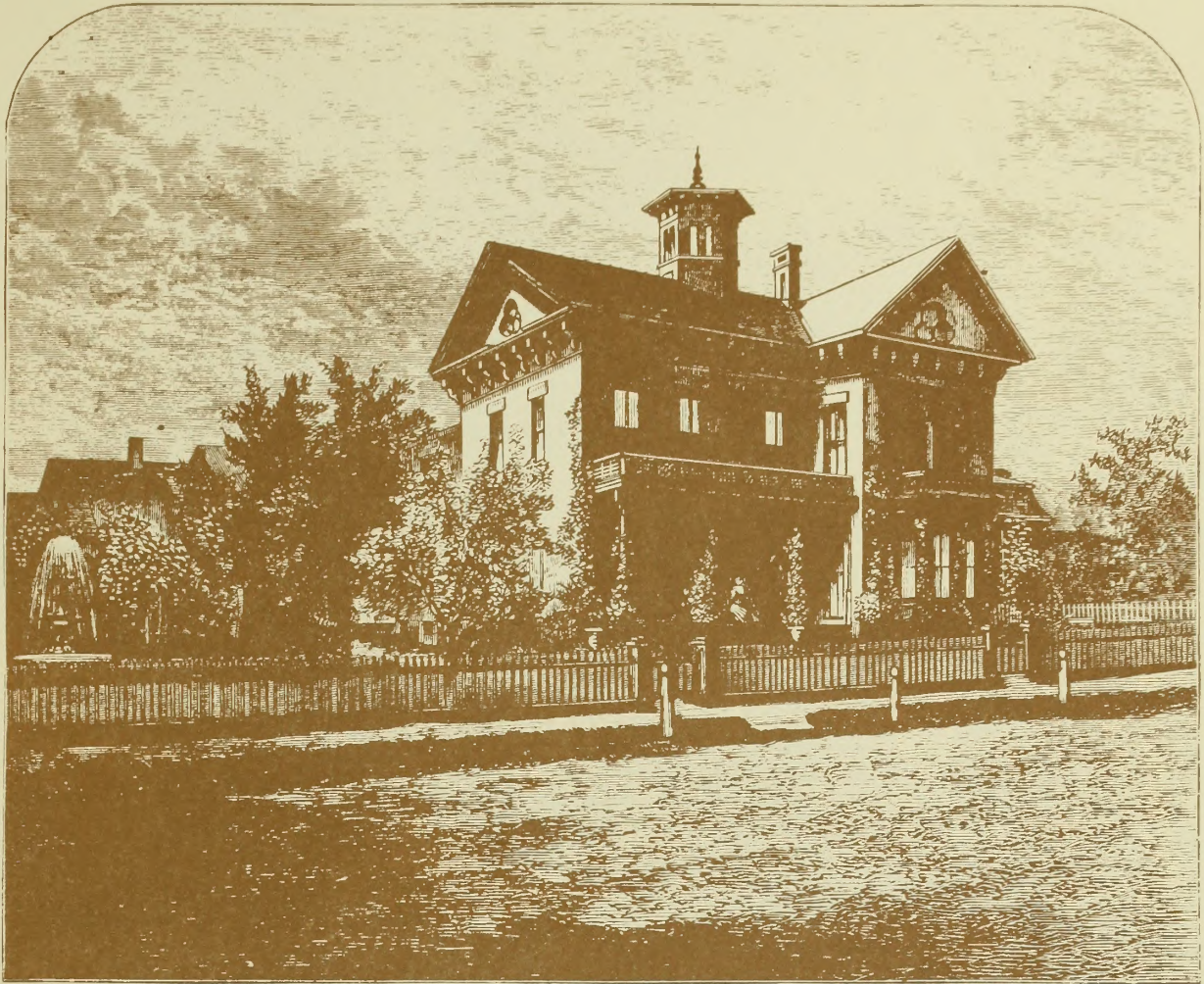


1973

We came in 1890 succeeding C. A. Corser at 85 Dwight Street. Now the city is 100 years old.

It's been growth thru service these 83 years and we are grateful to our customers and our staff. We are proud to be part of the history of Holyoke. Come see us!

THOMAS S. CHILDS
INCORPORATED
HOLYOKE



An Early Holyoke Residence

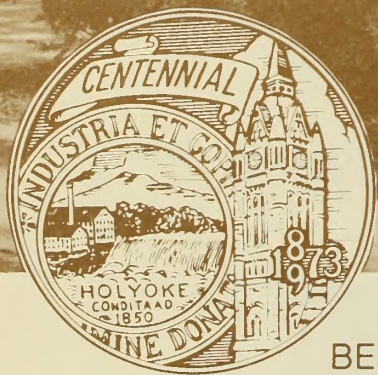
Centennial Best Wishes to Holyoke



EDMUND G. WOODS CO. INC.

580 Appleton Street

Holyoke, Mass.



BEST WISHES TO THE CITY OF HOLYOKE

ON ITS

100TH ANNIVERSARY

HOLYOKE FRIENDLY ICE CREAM SHOPS

435 Appleton St.

1745 Northampton St.

South Street



Residence of Hampden Mills Agent

Centennial Best Wishes to Holyoke

**BRESNAHAN-LUSSIER
INSURANCE AGENCY**

560 Dwight Street

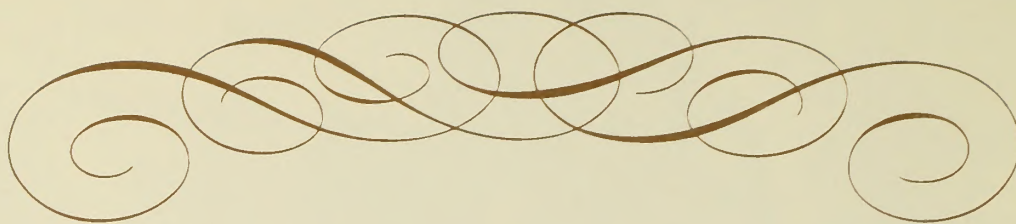
Holyoke

Patrick Bresnahan

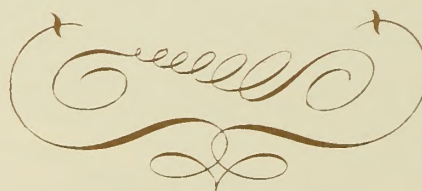


J. Raymond Lussier

COMPLETE LINE OF CASUALTY • FIRE • LIFE • LIABILITY •
HOME OWNERS • ACCIDENTS & HEALTH • MUTUAL FUNDS •
TAX SHELTERED ANNUITIES.



We Wish
the
City of Holyoke
a
Happy 100th Birthday



SCOTT GRAPHICS
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SCOTT GRAPHICS, INC.
A Subsidiary of Scott Paper Co.



NATIONAL BLANK BOOK COMPANY, INC.
HOLYOKE • MASSACHUSETTS 01040 • 413/539-9811
A Subsidiary of Dennison Manufacturing Company

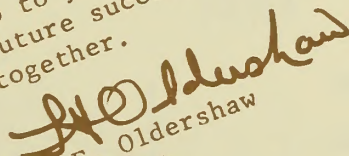


City of Holyoke
Holyoke, Massachusetts 01040

Congratulations, Holyoke, on your 100th Anniversary.
National Blank Book Company, Inc. is proud to have been
a part of your growth and progress during ninety-two of
those 100 years.

Holyoke's citizens of the past - who convinced us to
settle here - are remembered with honor. Their foresight
led to our growth, so that now there are 1600 employees
in our three building complex at Riverside.

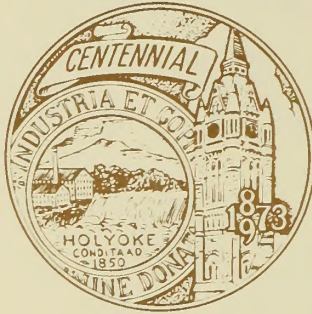
So to you, Holyoke, our thanks and best wishes for your
future success. May we continue to grow and prosper
together.


L. F. Oldershaw
President

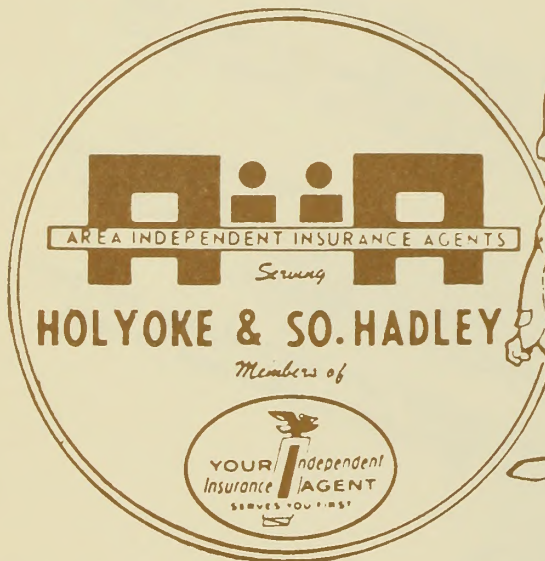


WHAT MAKES A GREAT CITY?... GREAT PEOPLE!

THREE CHEERS FOR HOLYOKE



HONOR HOLYOKE'S HISTORIC HUNDREDTH!



RICHARD W. ALIX INSURANCE

S. J. BONVOULOIR INSURANCE

BRESNAHAN-LUSSIER
INSURANCE AGENCY

RAY H. BROOKS INSURANCE AGENCY

ALFRED W. CHARBONNEAU INSURANCE

CLAYTON & WOOLLER INSURANCE AGENCY

CROSIER-CHAFFEE INSURANCE AGENCY, INC.

JAMES J. DOWD & SONS INSURANCE, AGENCY, INC.

I. C. KEDZIERSKI INSURANCE AGENCY

HENRY H. NOEL, INC. INSURANCE

LEOCADIA A. RABINSKI INSURANCE

GEORGE V. ROSS INSURANCE AGENCY, INC.

ROBERT J. SAEX AND CO., INSURANCE

ALLEN S. WHITE, INSURANCE
AGENCY, INC.

ROBERT M. GOSS INSURANCE AGENCY

R. E. GILLIS INSURANCE AGENCY

GOODCHILD INSURANCE AGENCY

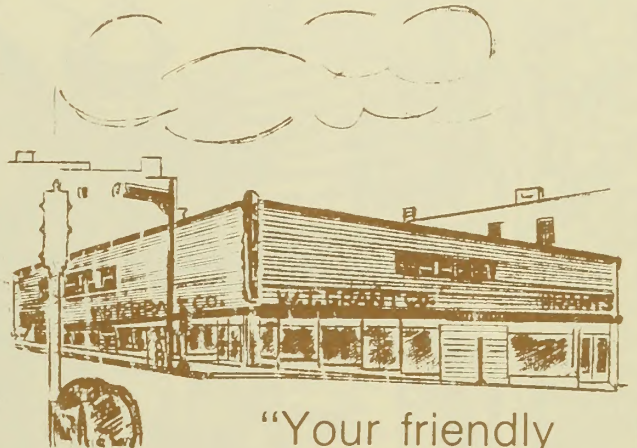
BE SURE...INSURE WITH YOUR AREA INDEPENDENT INSURANCE AGENT

Grants 60 years of growth 1973 with HOLYOKE



"The more for your money's worth store"

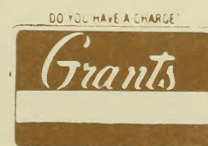
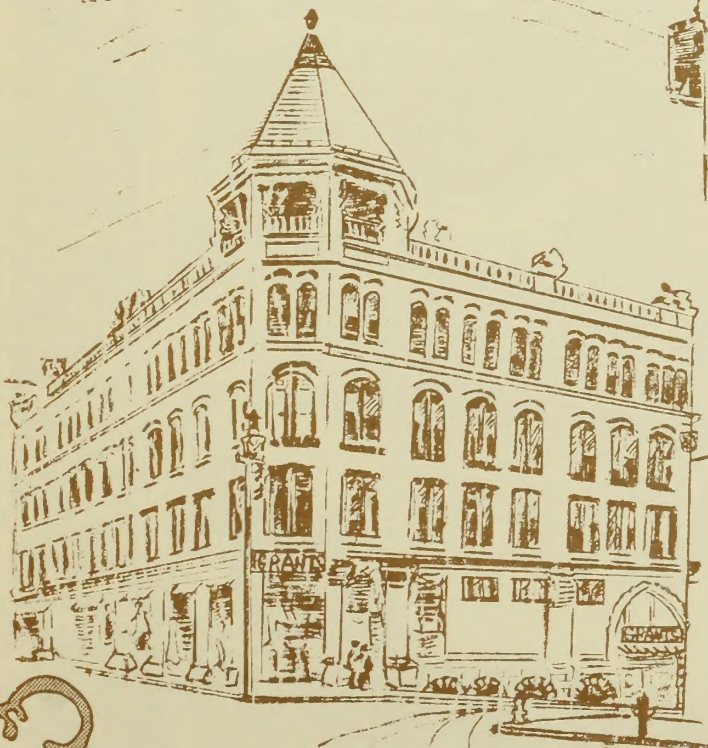
1950



"Your friendly
family store"

1913

"Known for Values"



We Salute
HOLYOKE
on its 100th Anniversary

THE YANKEE PEDLAR INN
Holyoke, Mass., U.S. Routes 202 and 5



100th
Birthday
Greetings
to

HOLYOKE

from

The Leg Cabin

Easthampton Road - Holyoke, Massachusetts





Marc Print

extends

Centennial Best Wishes

to

Holyoke

MARCUS PRINTING COMPANY

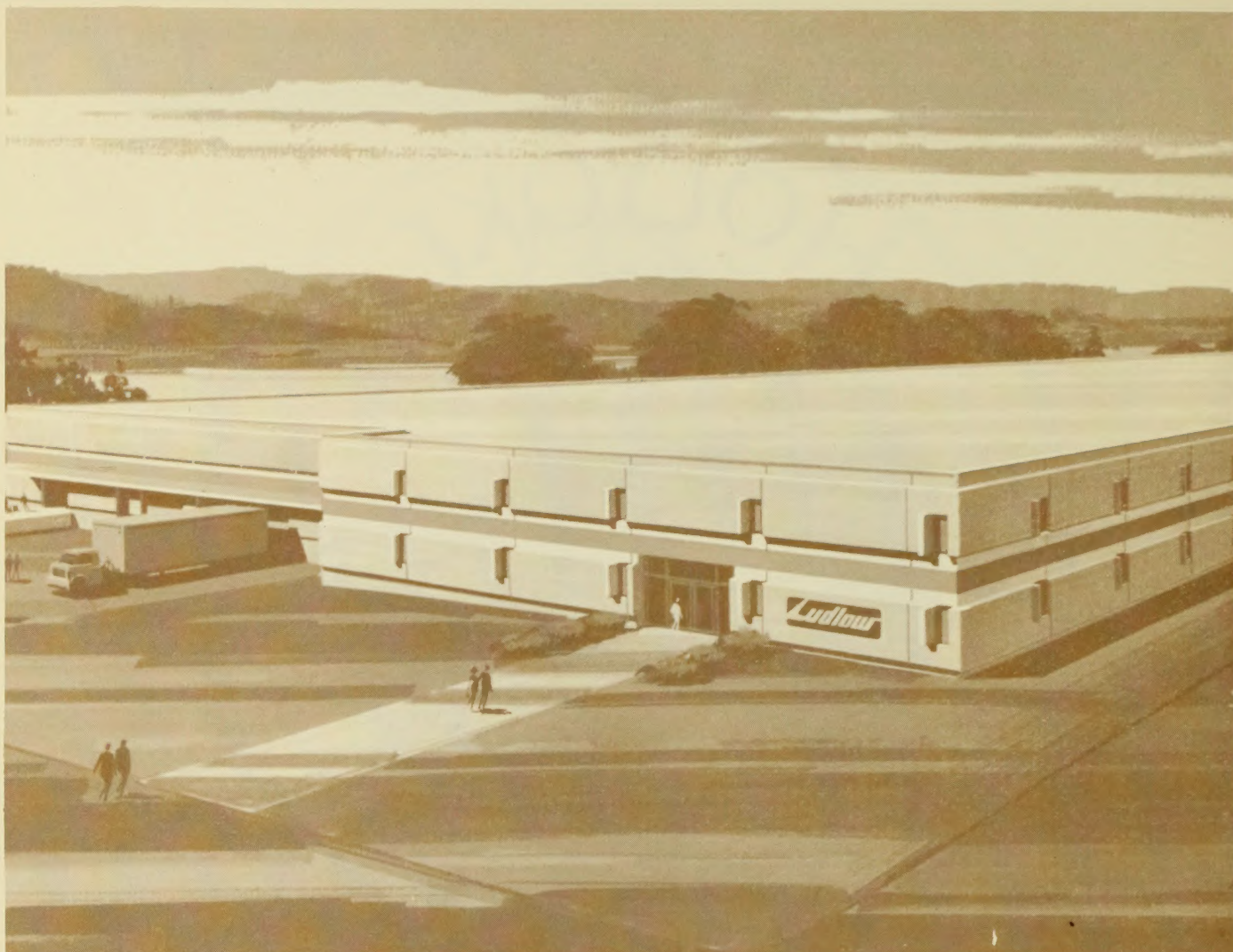
HOLYOKE, NORTHAMPTON, MASS.

(Printers Of Your Centennial Parade Souvenir Book)



GRAHAM MANUFACTURING
CO.

HOLYOKE, MASSACHUSETTS



Holyoke is the site of what will be the most modern flexible packaging plant in the United States
...the new 118,000 sq. ft. building now being built for Ludlow Corporation at Canal and Mosher Streets.

An expanding future for Holyoke... and Ludlow Corporation.

Ludlow Packaging



The Sign of

COMMUNITY SERVICE



NB for **HOLYOKE**
and Western New England



HAPPY 100th HOLYOKE!



HOLYOKE
**Model
Cities**
IS
PEOPLE
WORKING
TOGETHER



FOR
HOLYOKE'S
SECOND
CENTURY



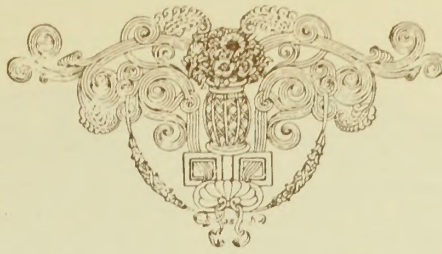
*For tours of the Holyoke Model Cities Center,
or if you wish to have the Model Cities Speakers
Bureau visit your club or organization,
call:*

GERALD W. HAYES
EXEC. DIRECTOR

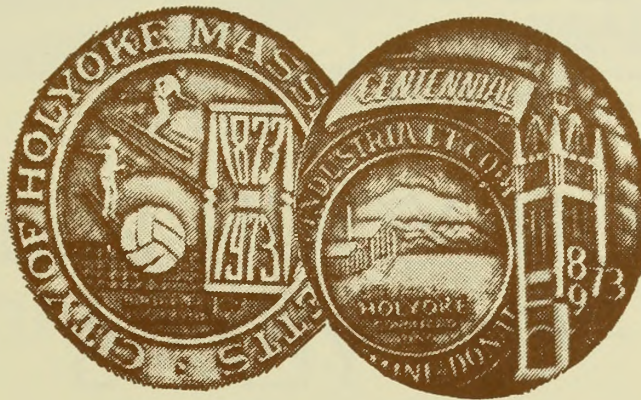
ATTY. ERNEST QUENNEVILLE
POLICY BOARD CHMN.

It's also:

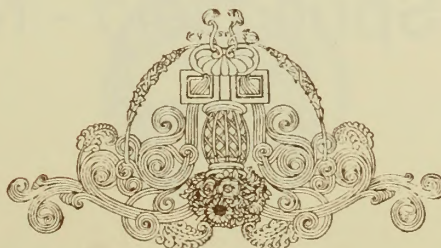
fixing up your house
TPU patrolling the streets
25 blocks and 4,666 people
day care center
Elderly Center for our senior citizens
235 acres and 9% of the population of Holyoke
Hiker's Park
a Ward 1 newspaper
jobs for school kids in the summer
income, social service, physical and human
relations problems
a policy board of 23 citizens
Health Center
Job Opportunity Center
new street lighting
new West St. School
Bower Mosher Part 1
new trees/shrubs
better educational opportunities at the
West St. School
Neighborhood Development Program
Mini-Shopping Center (1973)
Adults Learning Center
Demolition Program
Youth in Action
persons active in citizen participation
organizations
Summer Recreational Program

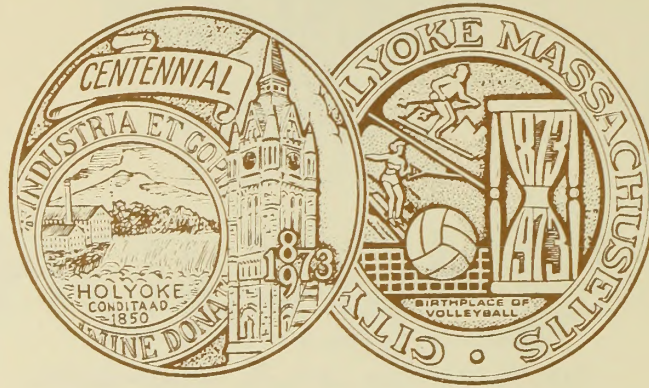


Clark & Falcetti, Inc.
Electrical Contractors & Engineers
725 High Street, Holyoke, Massachusetts
01040



Falcetti & Clark Electrical Supply Co., Inc.
Electrical Wholesale Distributors
725 High Street, Holyoke, Massachusetts
01040





BEST WISHES

HOLYOKE

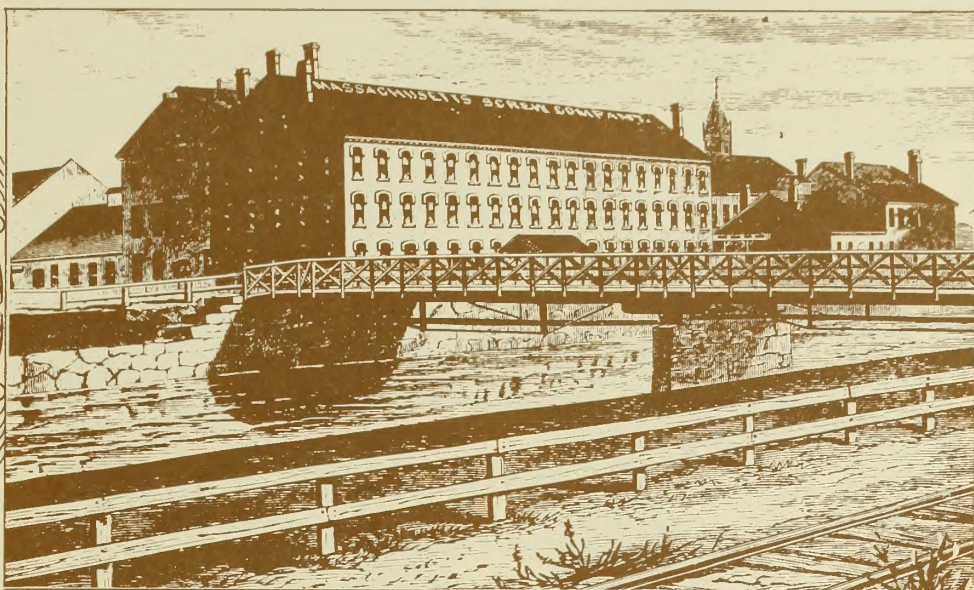
ON YOUR 2nd

100 YEARS

WYATT OIL

Ben Perkins

Holyoke - Springfield - New Haven



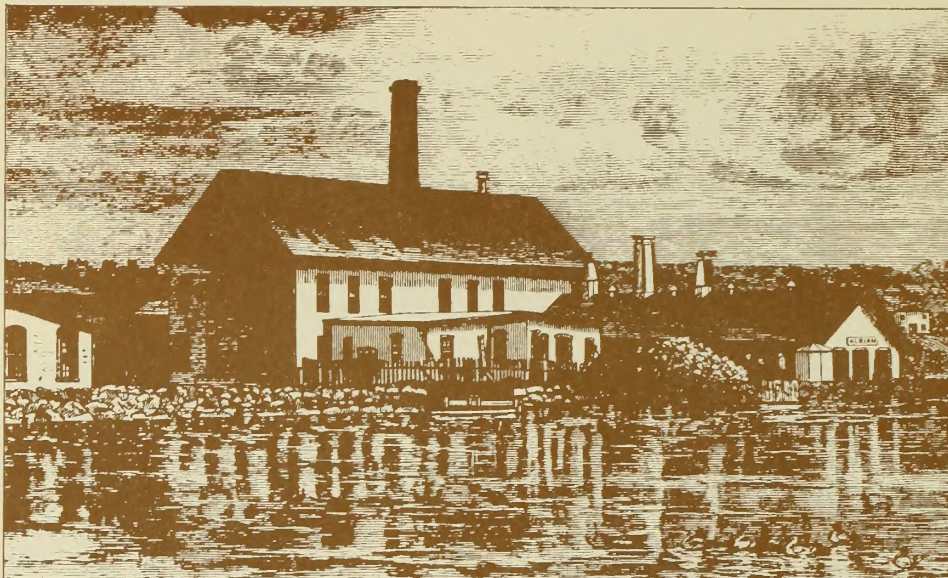
Massachusetts Screw Company

CONGRATULATIONS, HOLYOKE
ON YOUR
CENTENNIAL YEAR.

BRYAN LEASING, INC.

1025 MAIN STREET
HOLYOKE, MASS.

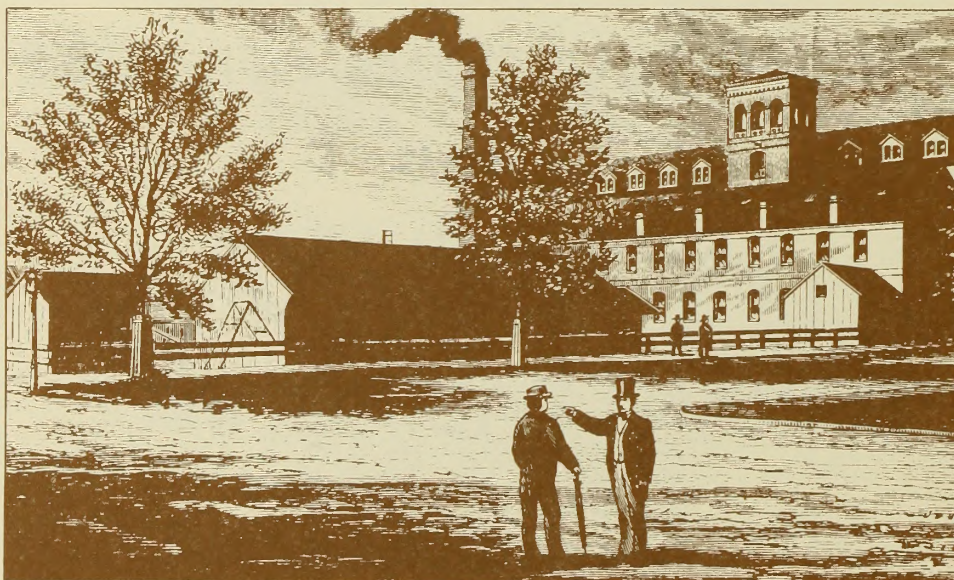




Albion Paper Company

THE REYNOLDS MANUFACTURING CO.

29 Main Street
Holyoke, Mass.

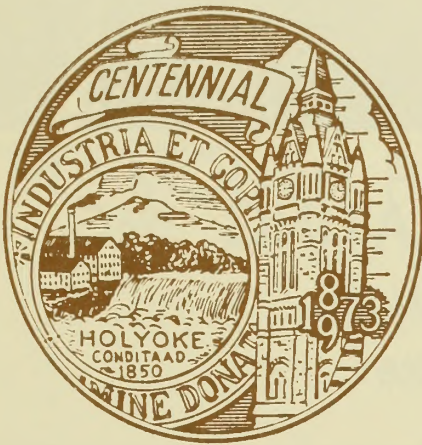


Merrick Thread Company

BAY STATE MILLS, INC.

Cabot & Bigelow Streets
Holyoke, Mass.

1873



1973

Congratulations, Holyoke!

KNIGHTS OF COLUMBUS

78 Suffolk St.

Holyoke

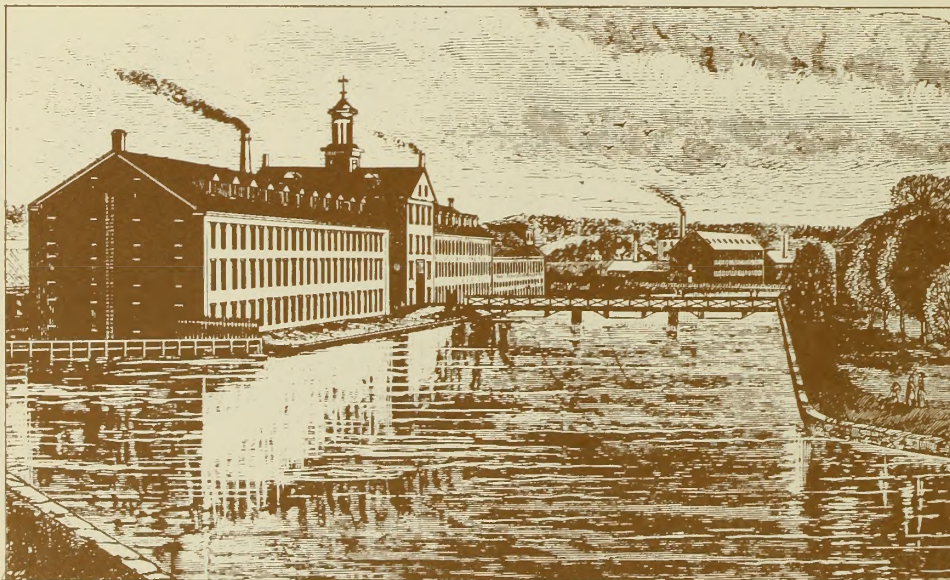


First Level Canal from Gatehouse

BAY STATE PLATING, INC.

39 LYMAN ST.

Holyoke



Second Level Canal from Conn. River Railroad Bridge

E. T. O'NEIL & SON CONSTRUCTION CORP.

ROUTE 202

Holyoke at Westfield Line

P.O. BOX 868, Holyoke



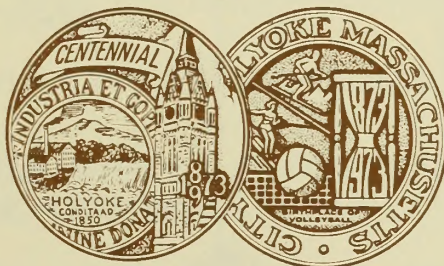
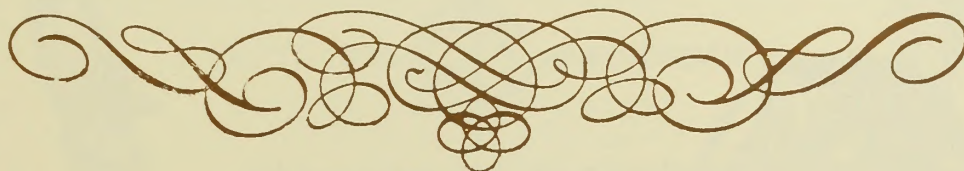
Third Level Canal

Happy Birthday, Holyoke!

PLYMOUTH PAPER COMPANY

242 Suffolk St.

Holyoke, Mass.

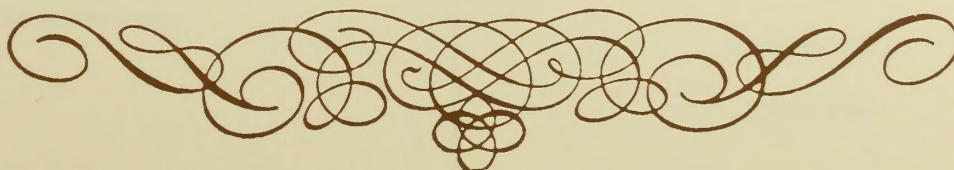


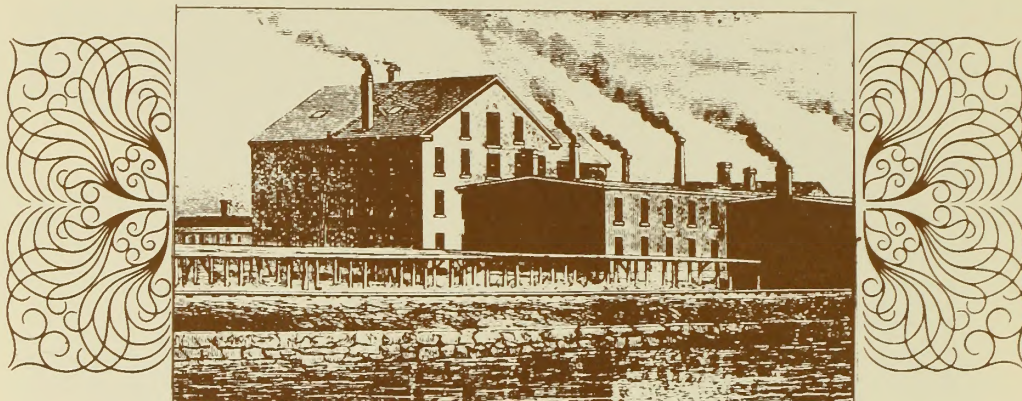
Birthday Best Wishes to Holyoke

D'ADDARIO'S, INC.

HIGH STREET

HOLYOKE



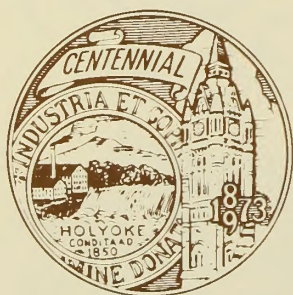


Springfield Blanket Company

JUDD PAPER COMPANY

92 RACE STREET

HOLYOKE, MASS.



OUR BEST
CENTENNIAL WISHES
TO HOLYOKE

—
EAGLE LODGE
OF PAPERMAKERS

LODGE NO. 1

HOLYOKE



READY MADE & MADE TO MEASURE

UNIFORMS

INDUSTRIAL • UTILITIES
HOSPITALS • BUSINESS • INSTITUTIONS

Postal • Police • Fire
Drivers • Gas Stations • Plant Guards
Shirts • Pants • Jackets • Coveralls • Work Clothes, etc.

FILBEK UNIFORM CO.

EST. 1949

WRITE OR CALL FOR
PRICES — WATCHES — CATALOGUE

443 MAIN ST.
HOLYOKE, MASS.



EPSTEIN

FURNITURE COMPANY, INC.

EST. 1911

Holyoke's Oldest and Largest
Furniture and Appliance Store

SALUTES "OUR CITY"

ON ITS 100th



ANNIVERSARY

"May the future confirm
our present confidence.

COR. MAPLE & DWIGHT STS.
HOLYOKE, MASSACHUSETTS



JOHN H. WOODS COMPANY

REALTORS

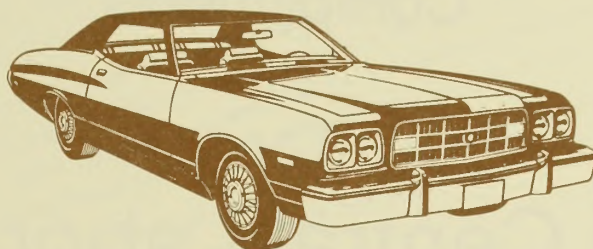
ESTABLISHED

1905

OFFICES IN

HOLYOKE, CHICOPEE, SOUTH HADLEY CENTER





BEST WISHES
HOLYOKE



MARCOTTE FORD
SALES, INC.

1025 Main Street

Holyoke, Mass.



Compliments
of
The
Holyoke Central Labor Council
AFL - CIO

326 Appleton St. Holyoke, Mass.

AND ITS AFFILIATED LOCAL UNIONS

TRANSIT UNION, AMALGAMATED #537

MUSICIANS UNION #144

UNITED PAPERMAKERS INT'L UNION #1

UNITED PAPERMAKERS INT'L UNION #226

OPERATING ENGINEERS #466

GRAPHIC ARTS INT'L UNION LOCAL 48B

FIRE FIGHTERS #1693

BARTENDERS, HOTEL & RESTAURANT EMPLOYEES #116

MACHINIST & AEROSPACE WORKERS #1544

CARPENTERS UNION LOCAL #656

CONSTRUCTION & GENERAL LABORERS #596

INSURANCE WORKERS INT'L #69

OFFICE & PROFESSIONAL EMPLOYEES INT'L #247

MILLINERY WORKERS #106

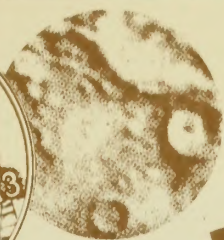
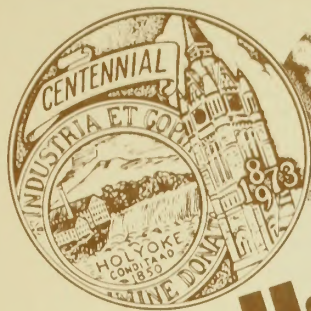
JEWELRY WORKERS INT'L #75

PRINTING PRESSMEN #45

BARBER, BEAUTICIANS & ALLIED INDUSTRIES #545

CARPENTERS UNION LOCAL #390





From Holyoke To The Moon!

Parsons Paper Company, the first company to produce paper in Holyoke, has been privileged to be part of the Holyoke scene for all of the City's 100-year history . . . and for the two decades which preceded it.

Since 1853, Parsons has been recognized as a leading manufacturer of cotton fiber papers for business, used principally for stationery and record-keeping. In more recent years Parsons has created numerous special papers to meet unique technical requirements or unusual quality specifications for paper currency, security certificates, commemorative printing, artwork, industrial applications and packaging.

During the past twelve months, sales and production of Parsons papers reached an all-time high — a tribute to the talent and initiative of the more than 150 men and women from the Greater Holyoke area who are rightly proud of their papermaking skills.

When paper was selected for special certificates commemorating the Apollo Moon Flights, the paper specified was by Parsons, giving us our first "outer-space" assignment. Our people consider this as only one of Parsons achievements to help Holyoke attain another successful 100 years.

PARSONS *Paper*
AN **NVE** COMPANY (NYSE)
Holyoke, Massachusetts 01040
Superior Quality Papers Since 1853

COMPLIMENTS OF

Texon[®]
INC.



HOLYOKE STREET RAILWAY COMPANY

Congratulates and Salutes

the

City of Holyoke

on its

Centennial Anniversary

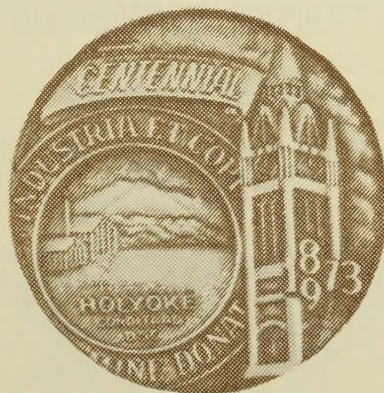


Charter Service



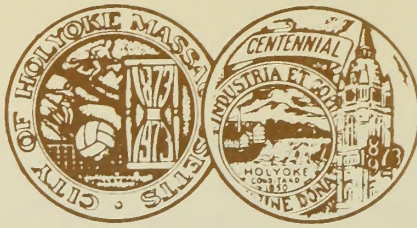
In 1884 a group of Holyoke paper-machine tenders formed Eagle Lodge, a social club. From this club was born the United Brotherhood Of Paper Makers.

At a convention in 1957 The United Brotherhood Of Paper Makers and The United Paperworkers Of America merged to form the United Papermakers & Paperworkers International Union, at a convention on August 7th 1972 the United Papermakers & Paper Workers merged with the International Brotherhood Of Pulp & Sulphite & Paper Workers. Today we have the 7th largest International Union in the world with 360,000 members our name is now United Paperworkers International Union.



UNITED PAPERWORKERS INTERNATIONAL UNION

International Headquarters: 163-03 Horace Harding Expressway, Flushing, New York 11365



Happy Birthday, Holyoke

from your Holyoke & So. Hadley
Pharmacists

CANNON
CHESTERS
CHURCHILL
COWANS
DIETEL
DUNNS
GAGNE
GRENIER
HAMPSHIRE
HEBERT
HEINRITZ
MAIN

MALL
MARTIN
MEDIC
MEDICAL ARTS
MILLANE
NORMANDS
PHILIPS
PLEASANT
PRESCRIPTION CENTER
RICHARDS
SARGEANT
WONDER

WOODLAWN
HAMPDEN COLLEGE OF PHARMACY



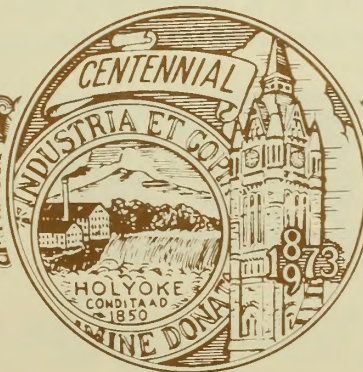


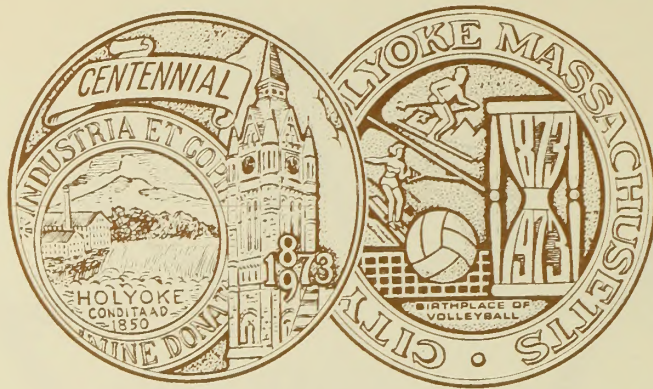
STANDARD OF QUALITY SINCE 1880

CENTENNIAL CONGRATULATIONS
TO HOLYOKE
HAMPDEN GLAZED PAPER CO.

100 WATER STREET

HOLYOKE, MASS.





CONGRATULATIONS
HOLYOKE
ON YOUR 100th ANNIVERSARY



NEW ENGLAND
LIQUOR SALES CO., INC.
HOLYOKE, MASS.





September 4, 1973 was the first day that the Holyoke Transcript Telegram published in its new plant at 120 Whiting Farms Road.

But we have been publishing for 124 years. It was in 1849 that the first issue of the Hampden Freeman, our forebear, rolled off a hand-operated press in Ireland Parish. From that day on through the eras of the Holyoke Mirror, the Holyoke Transcript and now the Transcript-Telegram, the story of our community has been recorded. There have been wars, floods and hurricanes. There have been happy times as well. Always it has been the challenge to learn the truth and report it to our fellow men.

We have been blessed with the understanding and support of our fellow citizens.

So as Holyoke embarks on its second century as a city and we enter our 125th year, we repeat the welcome our founder gave in the first issue of the daily Transcript back in 1883; "Good afternoon, may we meet often, live long, and prosper."

Holyoke Holyoke Telegram **Transcript**



Centennial Greetings From
HOLYOKE HOSPITAL - PROVIDENCE HOSPITAL



Providence Hospital - Founded 1873



Holyoke Hospital - Founded 1891



Partners in Health Care



BEST WISHES
TO
HOLYOKE
HOLYOKE PACKAGE STORES

CENTRAL PACKAGE STORE
CONWAY PACKAGE STORE
CRAY'S PACKAGE STORE
DILLON PACKAGE STORE
GODERE'S PACKAGE STORE
GRIFFIN PACKAGE STORE
HOLYOKE CITY MKT. PACKAGE STORE
JUBINVILLE PACKAGE STORE
MONTE CRISTO LIQUOR MART
O'DONNELL PACKAGE STORE, EAST ST.
O'DONNELL PACKAGE STORE, MAIN ST.
WERENSKI 202 LIQUORS





William W. Mahoney

CHIEF

Holyoke, Fire Dept.

FIRE COMMISSIONERS

Robert Bourassa

Martin Moynihan

James Ubertalli

LOCAL 1693 OFFICERS

Pres. Joseph Whalen

Treas. Richard Doulette

V. Pres. Henry Dziok

Sec. James Goddu

BOARD OF DIRECTORS

William Collamore

Gerald Lebelle

Roland Monast

Robert Brennan

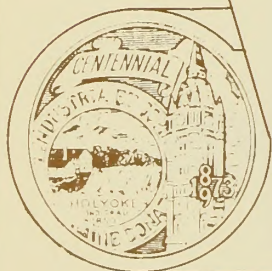
John Golden

Donald Roy

Robert Gaughan

John Leary

James Pappadellis



Happy Birthday, Holyoke



A Holyoke Based Regional Retailer



William E. Begley, Esquire
 Maurice J. Ferriter, Esquire
 Peter F. Brady, Esquire
 Charles P. Lavelle, Esquire



BEGLEY and FERRITER
 ATTORNEYS AT LAW
 HOLYOKE



GREENSPAN AND GREENSPAN
 ATTORNEYS AT LAW
 56 Suffolk St.
 Holyoke

**WE TAKE PRIDE IN JOINING ALL
 HOLYOKE
 HONORING THEIR HISTORIC
 HUNDRETH!**



Command
 PUBLISHERS.
 INC.

Publishers of:
"YOUR WEEKLY COMMANDER"
WESTOVER YANKEE FLYER

BUSINESS OFFICE
 807 JAMES ST.
 CHICOPEE, MASS. 01020

Rogers **VAN & STORAGE Inc.**



MINI



MIDI



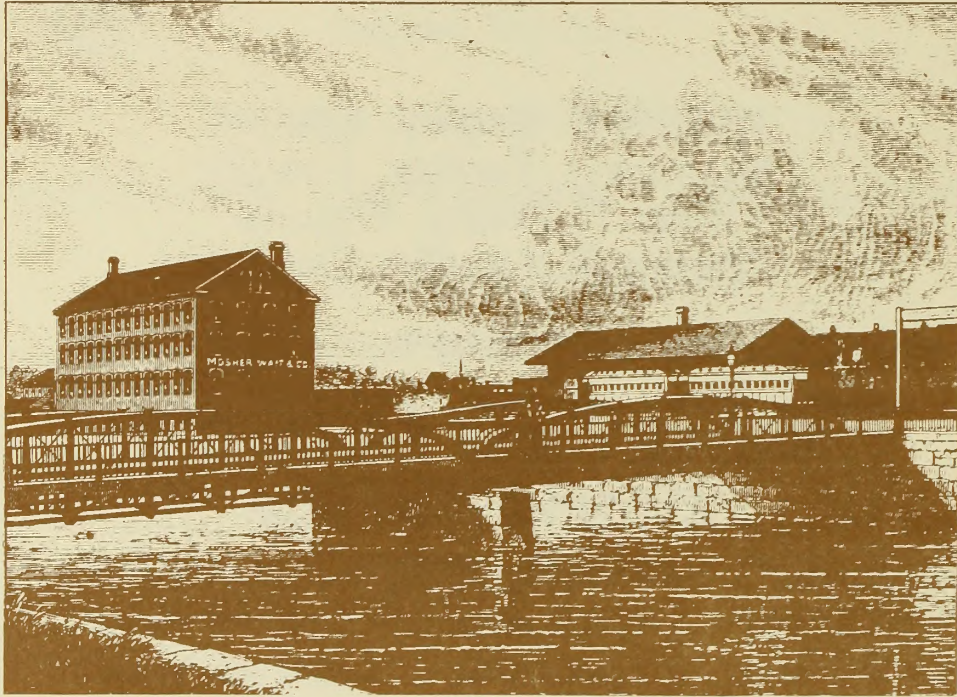
MAXI

WE SALUTE HOLYOKE!
 Phone 534-3308 (Evenings 532-4331)

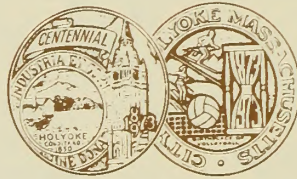
48 Commercial Street
 Holyoke, Mass.



William G. Rogers



A Flour Mill in Holyoke

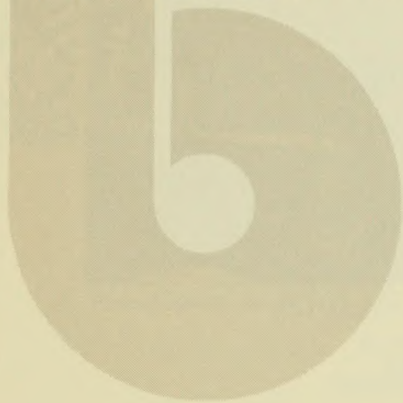


CONGRATULATIONS,
HOLYOKE

R.J. SAEX INSURANCE AGENCY
INC.

474 Appleton St. Holyoke, Mass.

BELCHER ADVERTISING ASSOCIATES, INC.
2155 COLUMBUS AVENUE
SPRINGFIELD, MASSACHUSETTS 01101



WE'VE SHARED NEARLY
HALF A CENTURY
WITH HOLYOKE
ESTABLISHED 1924



WEINSTEIN

FURNITURE CO., INC.
COR. MAIN & SARGEANT STS.



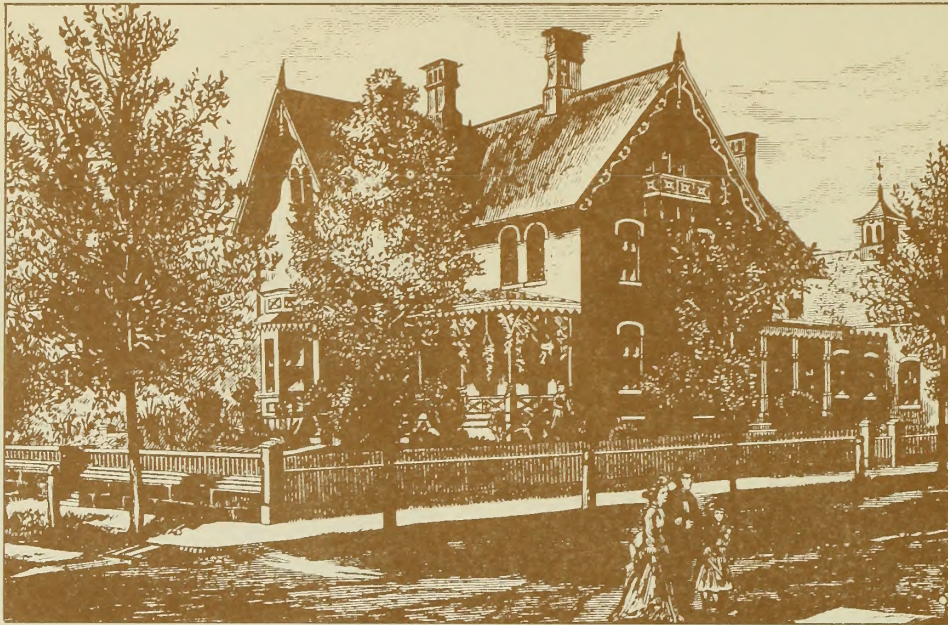
Congratulations
Holyoke!

NONOTUCK
MANUFACTURING COMPANY
South Hadley
Copper and copper alloy wire.



**It's the
real thing.
Coke.**
Trade-mark ®

COCA-COLA BOTTLING COMPANY OF SPRINGFIELD
33 Plainfield Street, Springfield, Mass.



An Early Holyoke Residence

Serving Holyoke since 1853

EDWARD F. DAY

FUNERAL SERVICE

134 CHESTNUT ST. HOLYOKE, MASS.



CONGRATULATIONS, HOLYOKE

LEO J. SIMARD, INC.

295 HIGH ST.

HOLYOKE, MASS.



LONG'S STATIONERY

NOW IN OUR

NEW LOCATION

284 HIGH ST.

HOLYOKE

"25 YEARS OF SERVICE"





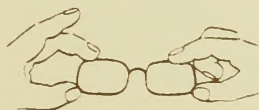
ANNA McCARTHY

ANDA PHOTO STUDIO CO.

PORTRAITS, CANDIDS, WEDDINGS
BABIES, CHILDREN, FAMILY GROUPS
SPECIALIZING IN
HAND OIL COLORING AND NATURAL COLOR.

385 MAIN ST. HOLYOKE, MASS.

CONGRATULATIONS, HOLYOKE



The Spectacle Shoppe

FINE QUALITY AND HIGH FASHION

TIM MURPHY
288 BRIDGE STREET
SPRINGFIELD, MASS. 01103
PHONE 737-0397

P E MURPHY
297 MAPLE STREET
HOLYOKE MASS. 01040
PHONE 533-7346

78 SUFFOLK ST.
(ACROSS FROM THE VICTORY THEATER)
HOLYOKE, MASS.

TEL. 532-9436

ISSHIN - RYU

KARATE

MEN - WOMEN - CHILDREN

TUES. - THURS.
6:30 P.M. TO 8:30 P.M.
SATURDAY MORNING
10 TO 12

CHESTER HOLUBECKI
3RD DEGREE BLACK BELT

Pizzitola Music Studios

Robert E. Ezold-Prop.

"The school of achievement"

Over 60 years of Music
Education in Holyoke

81 Suffolk St.
Holyoke, Mass. 01040

JEAN LOUIS DRAPEAU

PUBLIC ACCOUNTANT

ENROLLED TO PRACTICE BEFORE
THE INTERNAL REVENUE SERVICE

TELEPHONE 413 536-6144
41 FAIRFIELD AVENUE
HOLYOKE, MASSACHUSETTS
01040

CONGRATULATIONS, HOLYOKE!

Piels
the Draft Beer
people



Piel Brothers, Incorporated, Willimansett, Mass. Brooklyn, N. Y.



OUR BEST WISHES TO HOLYOKE
THIS CENTENNIAL YEAR



Holyoke Opticians

WAKELIN BUILDING
560 DWIGHT STREET, HOLYOKE, MASS.

E. RICHARD KULPINSKI
PRESIDENT

Congratulations,
Holyoke



Holiday Inn OF HOLYOKE

EXIT #15 ON I-91
AT INGLESIDE EXIT
HOLYOKE, MASS. 01040

THOMAS M. GRIMES
INNKEEPER

413/534-3311



For 89 years, our Holyoke employees have supported the American Pad and Paper Company with their loyalty and ingenuity. In that time, we have grown from a one item operation with sales of \$110,000 to a 900 item multiplant operation with sales of \$12,300,000. American Pad and Paper Company takes this opportunity to say "thank you" and Happy 100th Birthday to Holyoke and its people.

HVH MECHANICAL CONTRACTORS

A DIVISION OF

THE HOLYOKE VALVE & HYDRANT CO.

150 RACE STREET

HOLYOKE, MASS. 01040

DUAL

MANUFACTURING & ENGINEERING, INC.

METAL STAMPINGS HIGH CROWN® FURNITURE SPRINGS FURNITURE HARDWARE
BIGELOW ST. - HOLYOKE, MASSACHUSETTS 01040 - TELEPHONE: 536-4940

For Complete
**Paint &
 Decorating**
 Service



Serving Greater Holyoke Since 1903

S. MARKS & CO., INC.

Paint - Wallpaper - Glass

95 Maple Street, Holyoke, Massachusetts



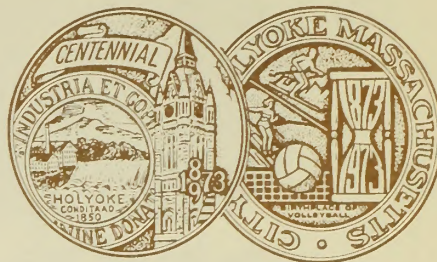
Happy Birthday, Holyoke!

**ROMEO L. BEAULIEU
 & SONS, INC.**

Electrical Contractors

462 Maple St.

Holyoke



Congratulations, Holyoke!

**ALL STAR DAIRY
 FOODS**

456 Newton Ave.

So. Hadley



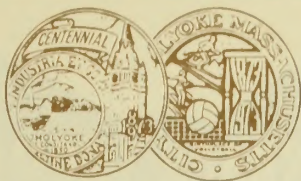
Birthday Best Wishes

**HOLYOKE EQUIPMENT
 CO., INC.**

109 Lyman St.

Holyoke, Mass.





FORBES SNYDER

"Call if it's for your office"

267 Maple Street

Holyoke, Mass.

Compliments

SINCLAIR CO.

60 Appleton Street

Holyoke, Mass.



Alfred Hardware Supplies

161 - 167 Main St.

Holyoke, Mass.

RESTAURANT and BAR SUPPLIES

MEKLER BROS.

FRANK LA FLAMME, owner

139 MAIN ST., HOLYOKE

Also Complete Line of Equipment
Serving:

- HOTELS • CAFETERIAS • DELICATESSENS
- BARS • COCKTAIL LOUNGES
- HOSPITALS • NURSING HOMES
- RESTAURANTS • LUNCHEONETTES
- PAPER PRODUCTS

Stick Dress Co., Inc.

56 Canal St.

Holyoke, Mass.



Centennial Wishes

TASTEE-FREEZ

Joseph E. Ruddeforth, Prop.

913 Main Street

Holyoke, Mass.

Proudly we salute Holyoke's Historical Past

Confidently we look to Holyoke's Future

We are proud of the part we play in the

life of this valiant community

muriel satlawa - realtor
AND STAFF



1159 Dwight Street

Holyoke, Mass.

THE PANTRY

PIZZAS & GRINDERS

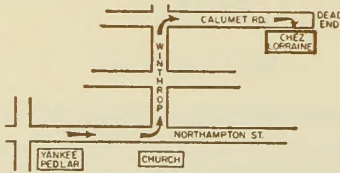
153 Sargeant St.

Holyoke, Mass.

a Pizzeria for Particular people. Those who aren't any place will do. Norm & Huguette prepare all their own sauces & dough recipes and if you care to congratulate your family or company, The Pantry is the place for you.

Chez Lorraine

HOUSE OF BEAUTY
COMPLETE BEAUTY &
WIG SERVICE



TESS AUDETE, PROPRIETOR

HOLYOKE **534-0711**

2 CALUMET ROAD



146 BROWN AVENUE
HOLYOKE, MASS.
536-6403



PROULX FISH CO., INC.
255 APPLETON STREET
HOLYOKE, MASS. 01040
TEL. 534-452829



PROULX FISH CO., INC.
40 WEST STREET
CHICOPEE, MASS. 01013
TEL. 592-4176-77

PURCELL'S GARAGE INC.

DON & DAVE PURCELL

176 Suffolk Street

Holyoke, Mass.

Best Wishes Holyoke,
GRENIER PRINTING
COMPANY

647 High Street

Holyoke, Mass.

Congratulation's, Holyoke

American Automobile Association

Tri-County
Auto Club



1515 NORTHAMPTON ST. (ADJ: HOWARD JOHNSON)

LEO AUTO PARTS

120 Front Street

Holyoke, Mass.



Congratulations, Holyoke
&
**ALL AMERICAN
CAR WASH**

185 South Street - Holyoke

"Your complete service car wash"

FEATURING

"HOT WAX WITH CARNAUBA"

Beautifies, Protects, Penetrates

giving you the

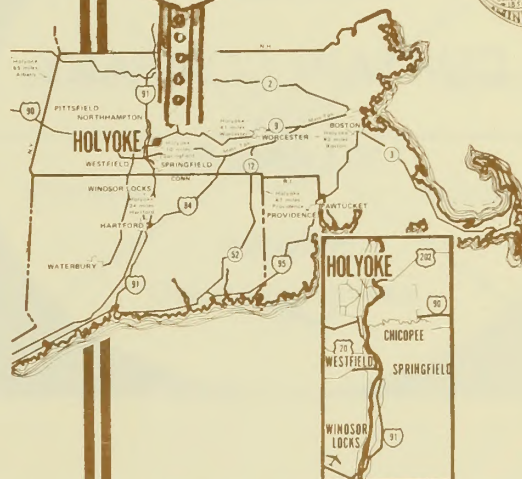
ultimate in a car wash.

OPEN DAILY
8:30 TO 5:00
SUNDAY 9 TO 1

MOBIL
GAS



THE
CROSSROADS
OF
NEW ENGLAND



SYKES ENTERPRISES, INC.

SECURITY SERVICES
Holyoke, Mass.
(413) 536-8844



Congratulations, Holyoke

LYMAN
CURTAIN COMPANY

110 Lyman St.

Holyoke



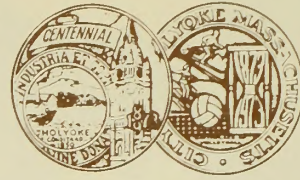
Compliments of

HOLYOKE TRAVEL SERVICE

143 Suffolk St.

Holyoke

Compliments of
A FRIEND



Compliments

BASIL'S

372 HIGH STREET

HOLYOKE



Holyoke's Oldest Jewelry Store



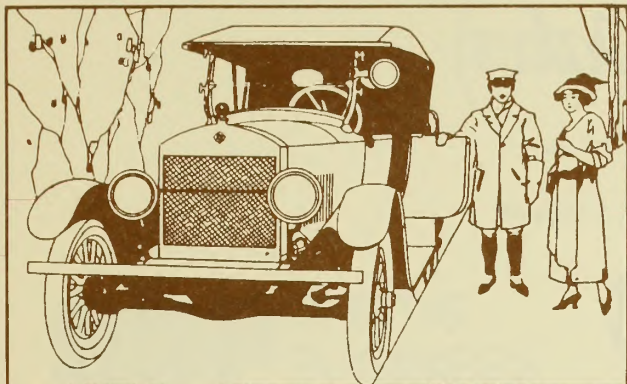
579 DWIGHT STREET - HOLYOKE, MASSACHUSETTS 01040



MEMBER AMERICAN GEM SOCIETY



SINCE 1921



That's when Lou Herman's father began servicing the radiators of Holyoke motorists.

A lot of things have changed since then. Now there are the unbenders — Lou Herman's team of auto body repair pros.

But one thing hasn't changed — a fifty-two year old tradition of fine service to the people of Holyoke.

**LOU HERMAN'S
AUTO BODY**

HOME OF THE UNBENDERS

1470 dwight st. holyoke

right off rte. 5 and i91 exit 17e



BEST WISHES
HOLYOKE
ON YOUR 2nd
100 YEARS

WYATT OIL

Ben Perkins

Holyoke - Springfield - New Haven

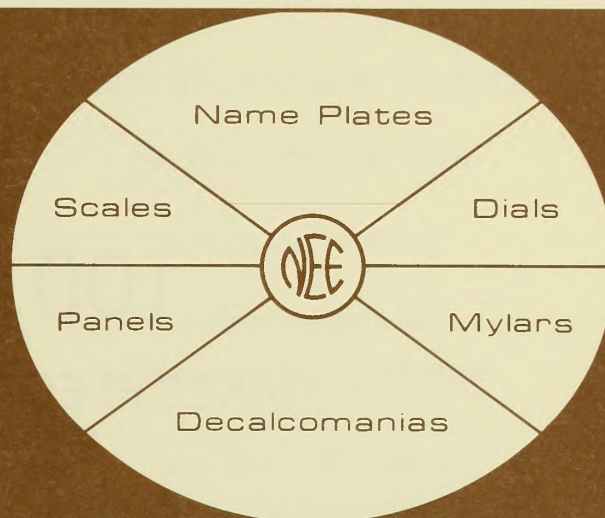
happy birthday HOLYOKE!!!

from

**New England Etching Company
incorporated**

holyoke, massachusetts

1-413-532-9482



Carter's

Factory Outlet Store

262 Westfield Rd.

Holyoke, Ma. 01040

413-532-2091

Quality Children's wear
at Reasonable prices



STORE HOURS

Monday through Saturday

9:30 A.M. — 5:30 P.M.



We've been with Holyoke

88
OF ITS
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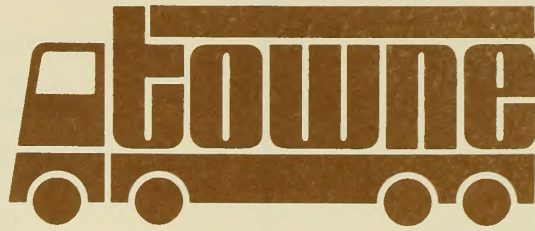
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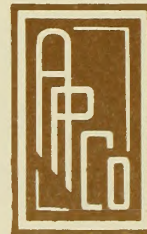
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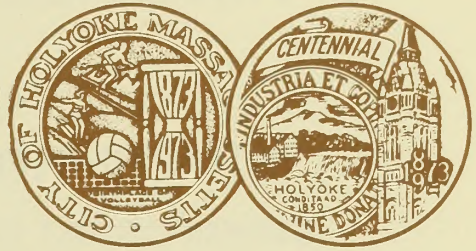
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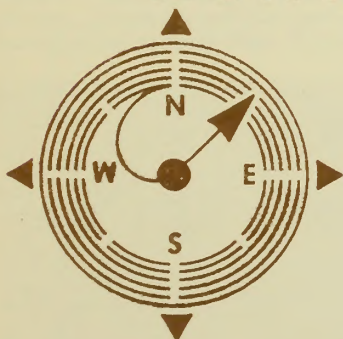
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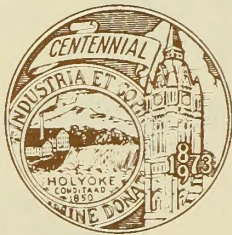
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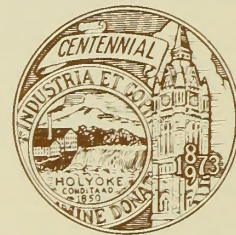
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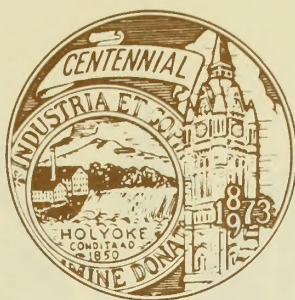
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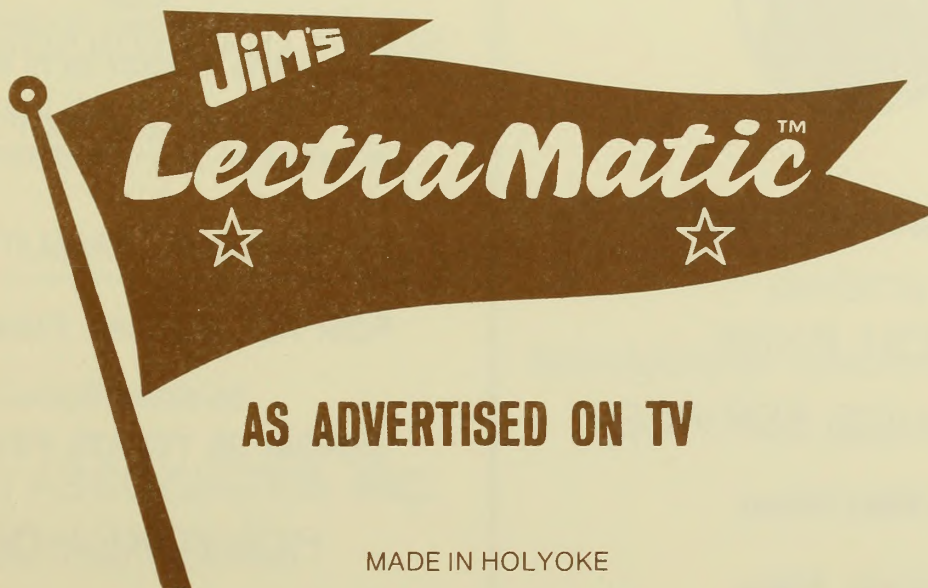
Prop. Mary Ann Cebula.

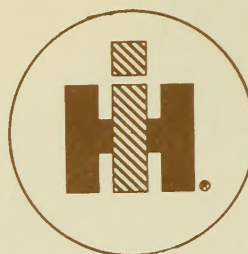
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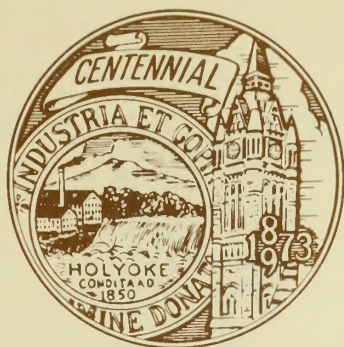


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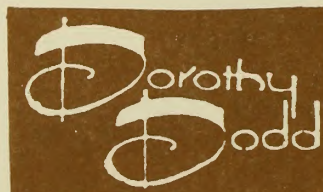
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with all our love:

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to our wonderful city
on this historic occasion



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TO

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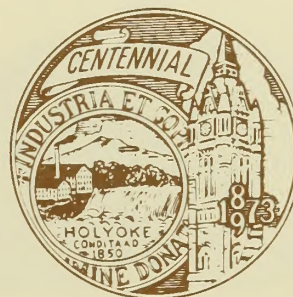
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TO THE CITY OF HOLYOKE
ON ITS
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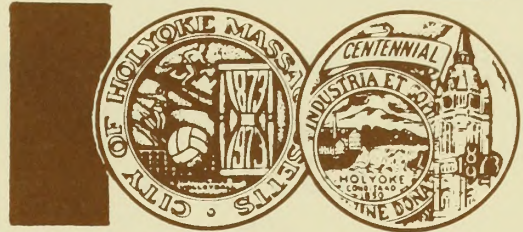
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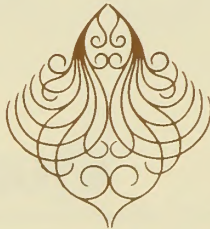
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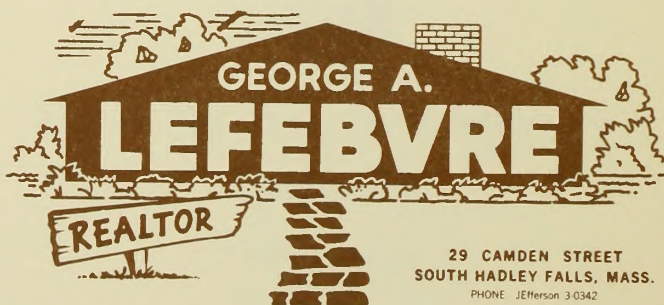
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


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This year, the hundredth since Holyoke was incorporated, and the 125th since our origin, we wish to join in voicing the Centennial motto of "Honor Holyoke's Historic Hundredth".



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